

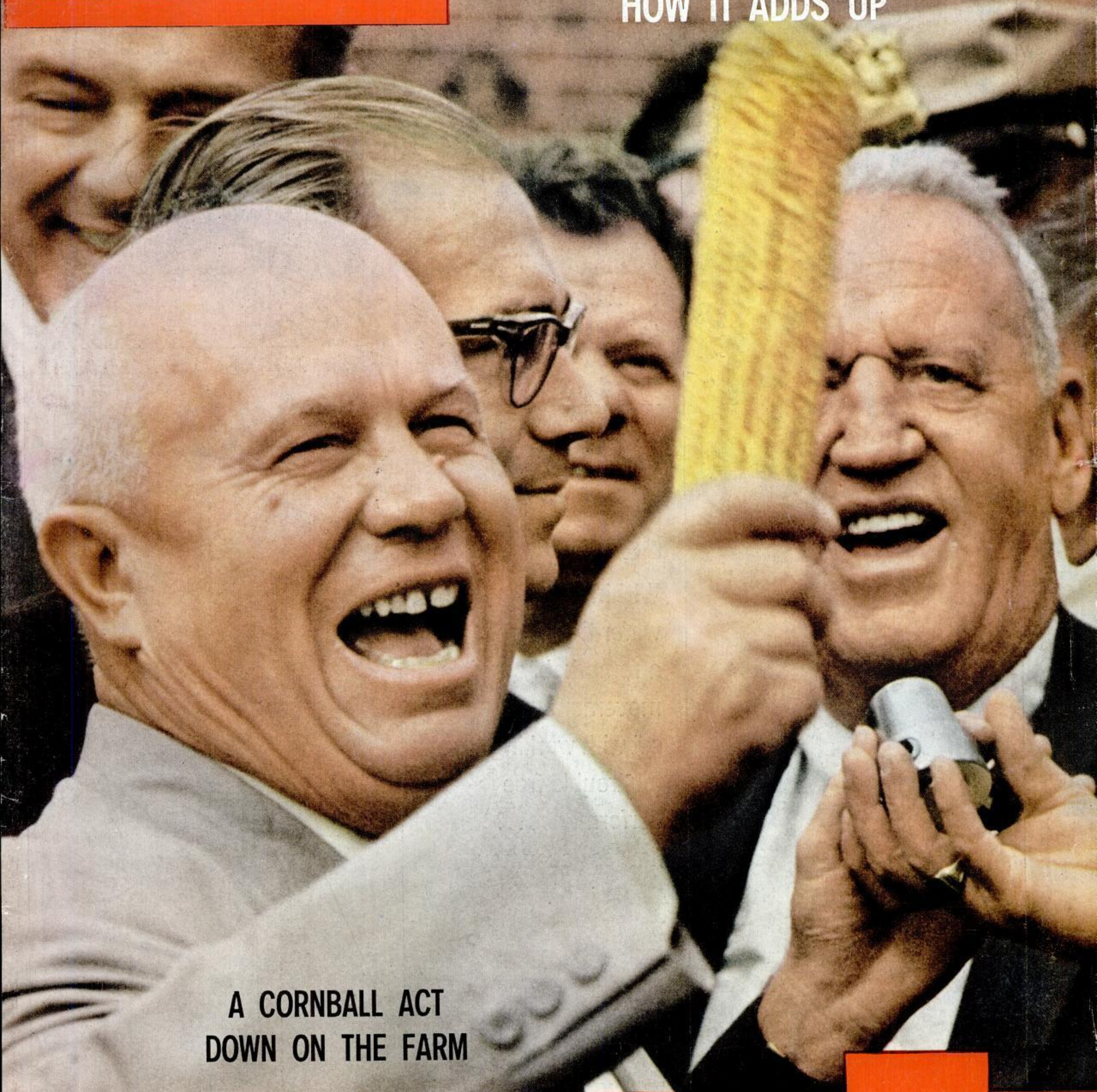
LIFE

JOAN CRAWFORD AT 51

A LIFE OF POLISH, PLANS, PUSH

THE KHRUSHCHEV TRIP:

HOW IT ADDS UP



A CORNBALL ACT
DOWN ON THE FARM

OCTOBER 5, 1959

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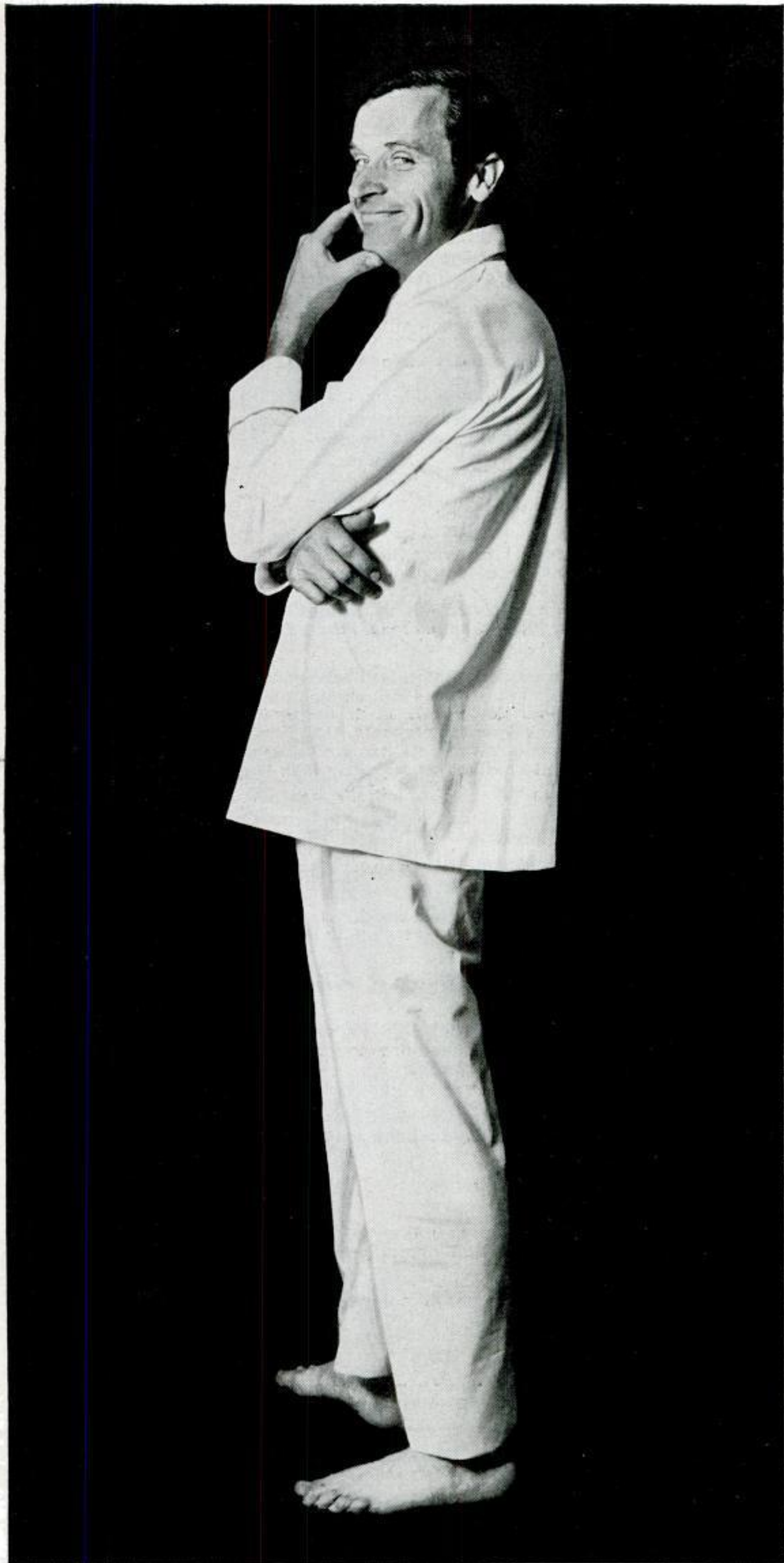


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THE VARIETY OF MEANS FOR REACHING PEOPLE



ARNOLD SHOOTING CRAWFORD

Among the qualities LIFE photographers exercise every week are an alert sensitivity, infinite patience, ingenuity and sheer physical stamina. These qualities had to be applied to two major stories in this week's issue—our lead story on Khrushchev, in the most public circumstances possible, and our picture essay on Joan Crawford, done in intimate privacy.

As the lone photographer on the Crawford story, a portrayal of a public figure's private personality, Eve Arnold had no worries about competition. But her very solitude created a problem. Miss Arnold's presence diminished the feeling of privacy. It took weeks for the star to feel completely relaxed when she was around. Only then, invisible and anonymous, could Miss Arnold capture the rare, revealing moments.

Solitude was the last problem cameramen had to worry about in the coverage of Khrushchev, a task that taxed their stamina and ingenuity as hundreds of newsmen competed for vantage points. They shoved, gouged and stampeded to get near the story.

Photographing Khrushchev in a San Francisco supermarket, LIFE's Carl Mydans got on the back of a store attendant (who demanded \$5 in advance), then was yanked down by a policeman, landing with one foot in a loaf of bread. Burt Glinn, who had clambered onto the meat counter, was tackled by an angry butcher.

In Iowa, reporters and photographers were the targets of silage hurled (*below*) by Khrushchev's host, Roswell Garst, who was enraged at the crush. A few minutes later, making free with fists and feet, Garst gave LIFE's Stan Wayman a bruising kick in the shins.

Curiosity about the lives of people is one of the things that makes life for all the people interesting. As of this week or any other week, LIFE is bending every legitimate effort—whether it takes audacity, diplomacy or subtlety—to tell you about your fellow human beings.



THE PRESS GETS A SHOWER OF SILAGE FROM KHRUSHCHEV'S IOWA HOST

COVER

Premier Khrushchev and his Iowa host, Roswell Garst (*right*), with Henry Cabot Lodge at top left, yuk it up in a cornball interlude on the big tour (see pp. 35-43)

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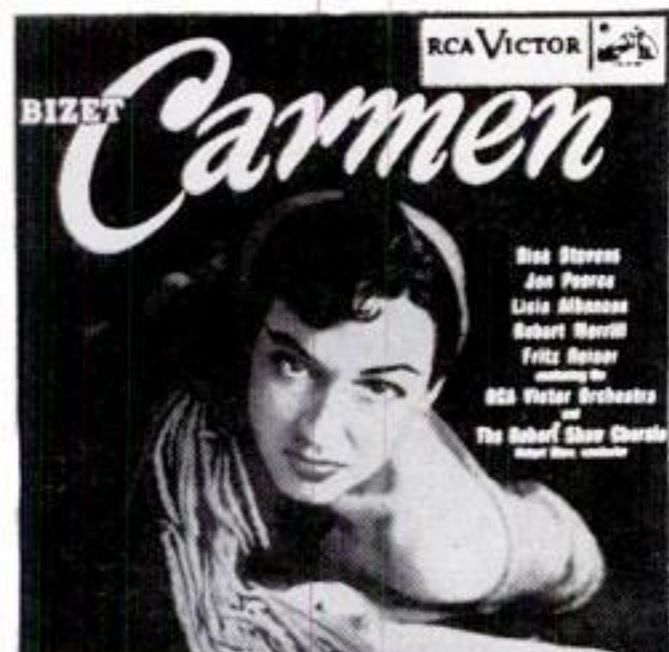
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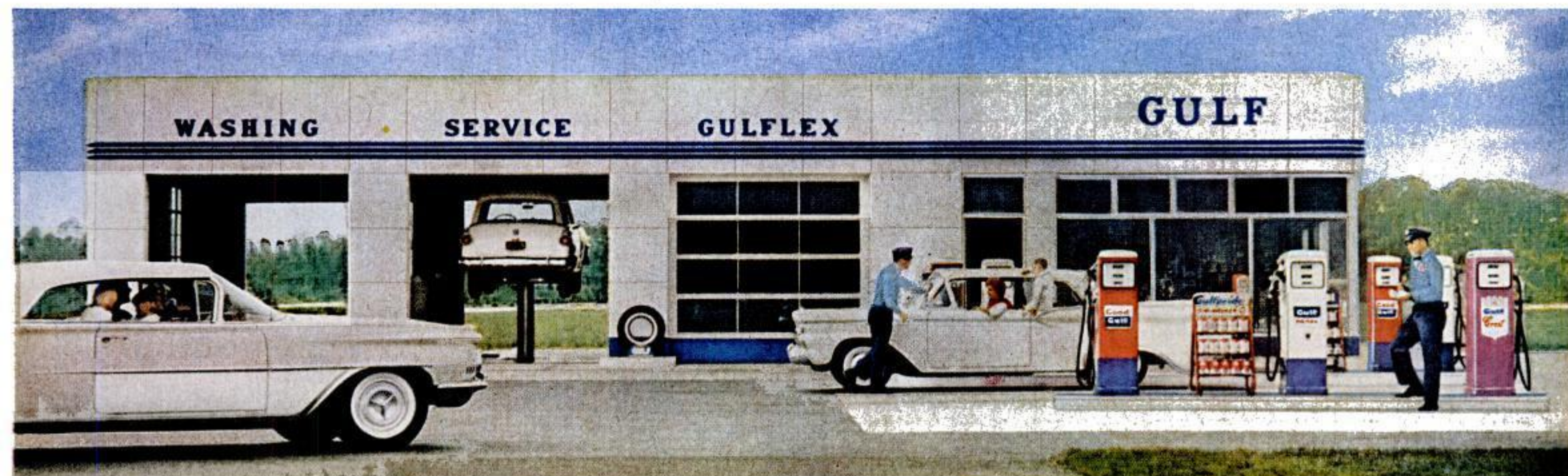


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A Family's Color Scheme, Quadrupled and Freckled

The four brothers above share, along with a bath, an attractive color scheme—red hair, blue eyes and freckles. They are the Huling boys of Athens, Ohio, and wherever they go, people stop them to take their pictures in color. Photographer Myron Davis found that suds set off their bright tops and bright personalities.

The boys are (from left to right) Donald, 6,

SPEAKING OF PICTURES



Richard, 10, Daniel, 9, and David, 8. In spite of their age differences, they are remarkable look-alikes and people have trouble telling them apart. When they have a sitter, they often confuse their identities further by exchanging names. Even their mother mixes them up. When she calls from a distance, one often turns out to be another. One of the boys'

favorite games is to ask their mother to close her eyes and guess which is which. Mrs. Huling, who gives them their haircuts, always can by feeling their heads and noting the differences in trim and texture.

Once all boys wanted to be zoologists, like their father, who teaches at Ohio University. Now Richard wants to be a truck dispatcher,

and Daniel and Donald physicians. David once wanted to be a bank robber but now says he'd like to be a photographer. When they do grow up, the boys may lose their bright color, which they largely inherit from their father's family. He, his two brothers and two sisters were red-heads when children. Now his hair is sedate brown, with only a few flecks of its old flare.



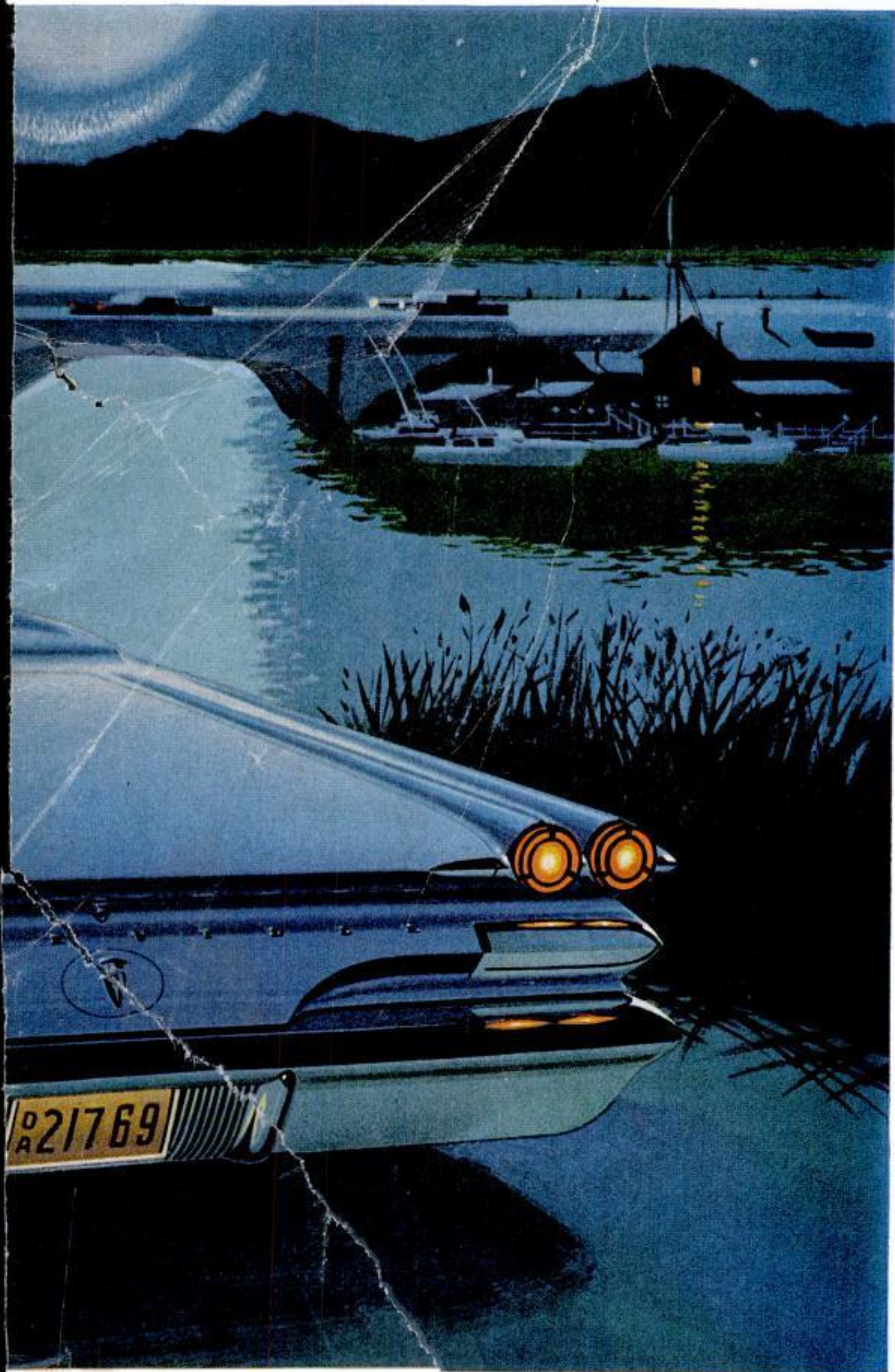
FATHER'S LAB is visited by the four boys who listen to him explain the turtle by reciting the Ogden Nash poem "The Turtle Lives 'Twixt Plated Decks."

MOTHER'S STORY, read at bedtime, is followed closely by boys. Parents find the boys' red hair a great convenience in spotting them on beach or in crowds.



IN SUNDAY BEST, DR. AND MRS. RICHARD HULING LEAVE METHODIST CHURCH WITH THE FOUR BOYS, (FROM LEFT) DONALD, DANIEL, DAVID AND RICHARD





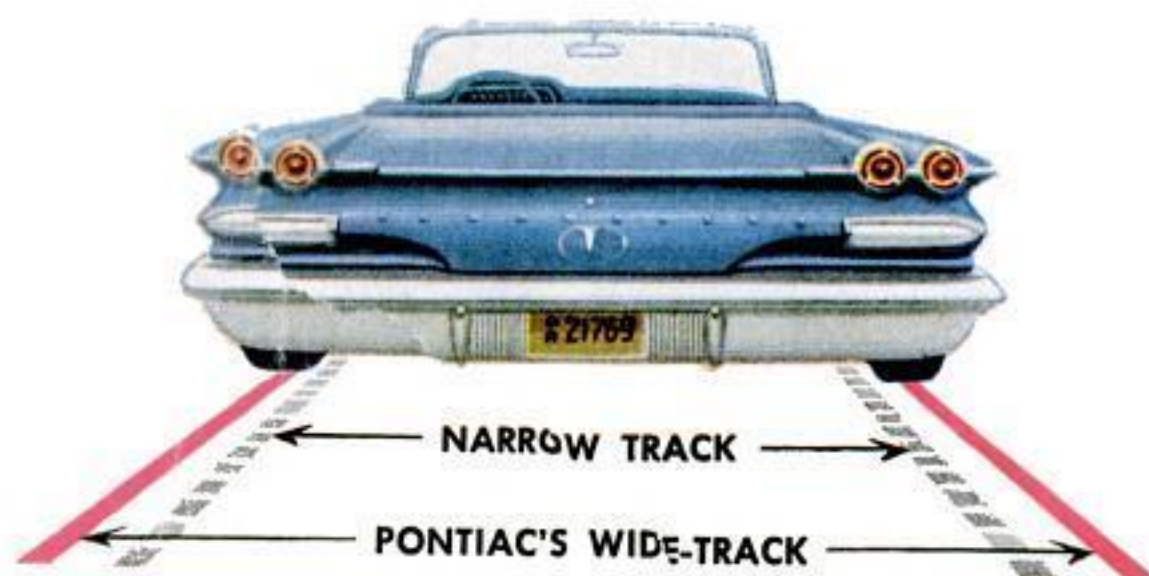
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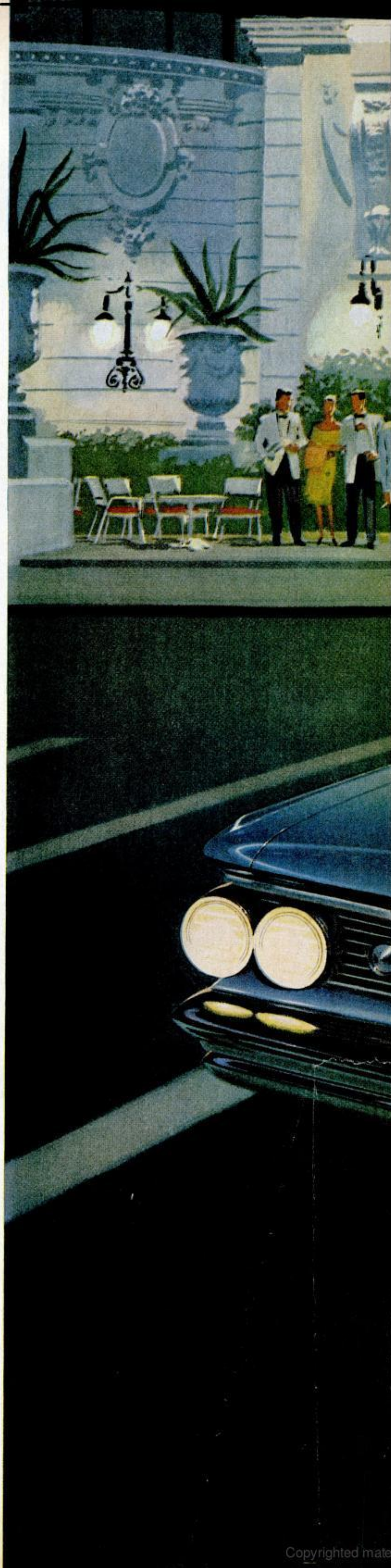
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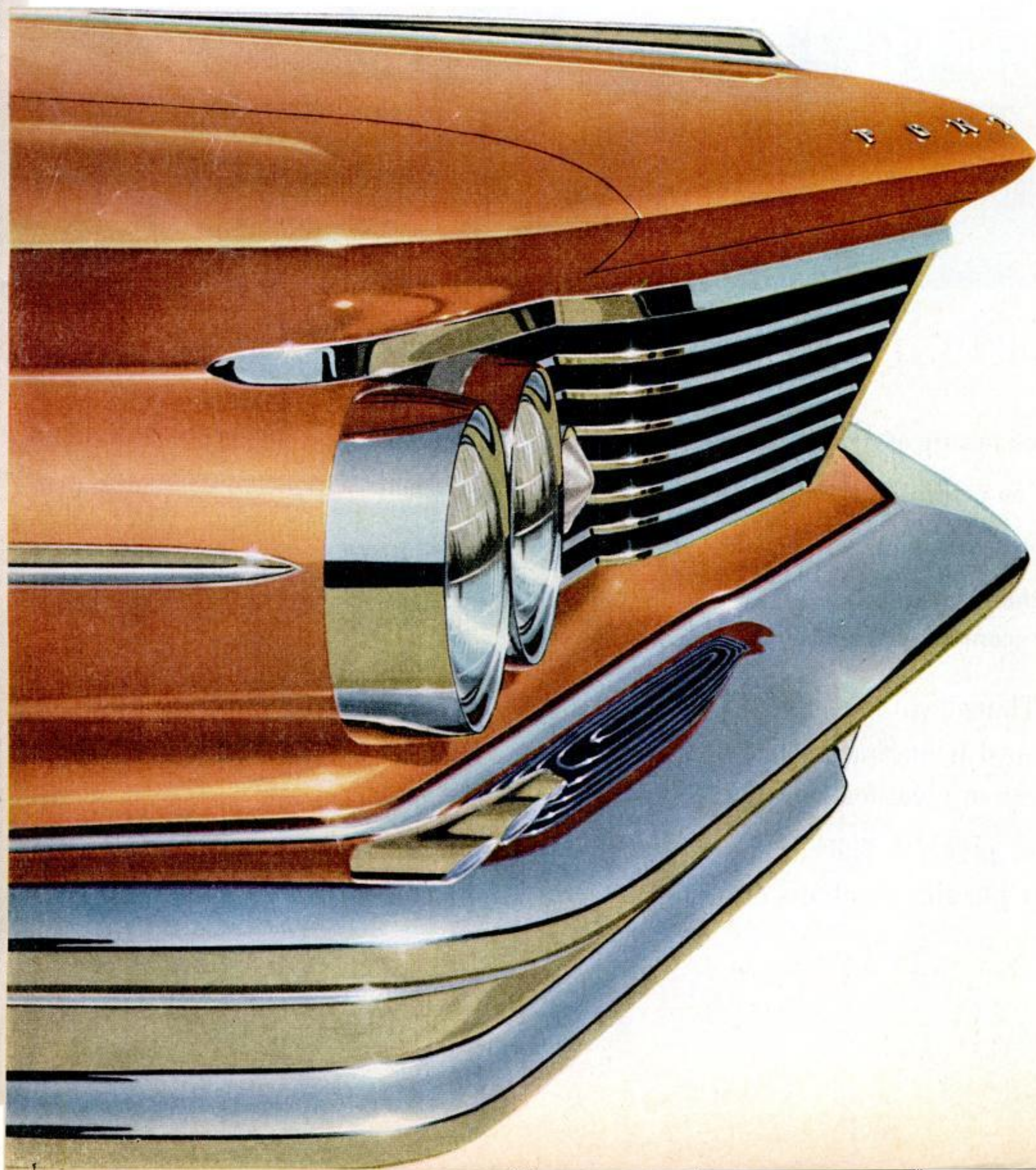


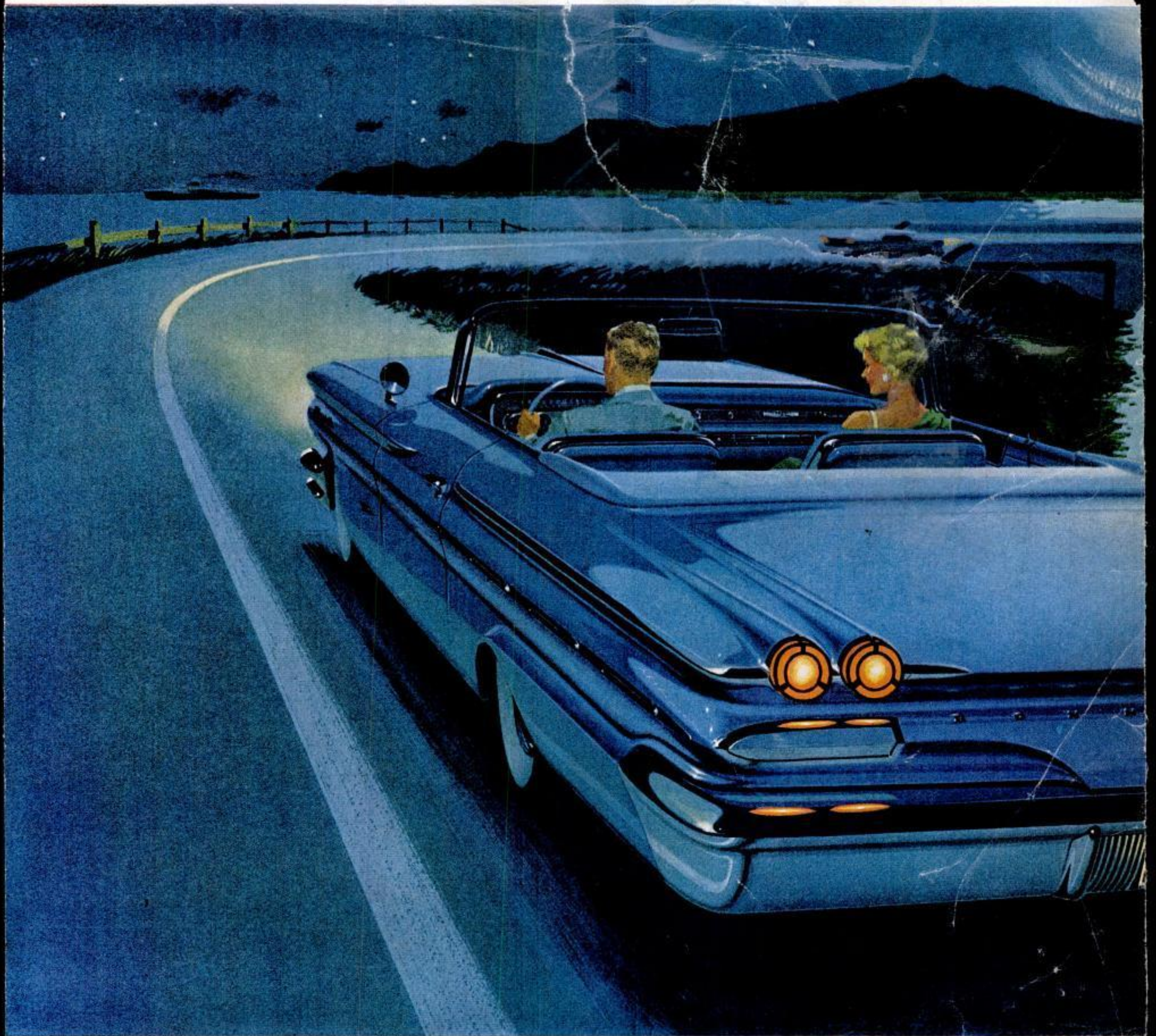
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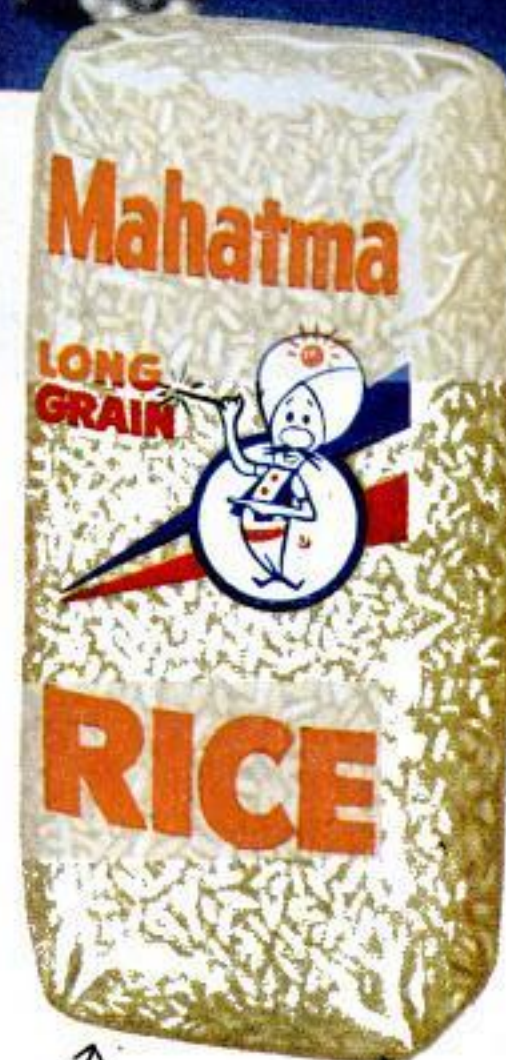
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only one tells the right time**



Don't buy any watch until you've read this!

The watch on the bottom is a cheap watch. It has "bargain" insides. Drag it around under water, it ticks its head off. Whack it with a hammer and it won't shut up.

Will it keep accurate time? Don't count on it! Most cheap watches go bad *fast* . . . and then you've got trouble. But remember it's a look-good "bargain", not a good watch.

The watch on top is a good watch. Its moving parts are made of top-quality metals polished to a fine, smooth finish to cut down friction and reduce wear. It has been crafted with

care and tested every step of the way. This watch will go on keeping accurate time for many, many years.

Like all good watches it has jewels. The number of jewels is not as important as where they are placed. Good watches have jewels at the very heart of the movement to cushion the wear. Cheap watches do not.

What's it all mean? Simply this: a good watch starts with a well-made movement. The case, the face, the extra features are useless if the insides have been slapped together.

When you buy a good watch you get what you pay for. A good watch will wear longer, better. It will be more valuable . . . something you'll be proud to own. Above all, it will be far more accurate.

Consider the difference between a "bargain" that may look good, and a really good watch. Don't buy a watch until your jeweler has shown you the difference. He'll be glad to do it. Remember: Only a good watch can stand the test of time.

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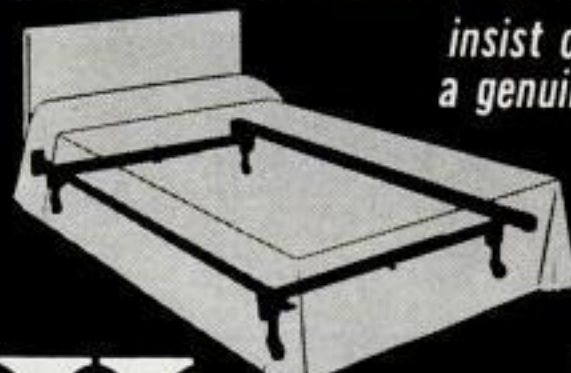
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LETTERS TO THE EDITORS

ASTRONAUTS

Sirs:

Stand up, America, and give hearty salute to the intrepid Astronauts ("The Astronauts—Ready to Make History," LIFE, Sept. 14) who have the stature of men and patriots.

MIKE REYNOLDS

Evanston, Ill.

Sirs:

Brave as these men most certainly are, it is you who are performing an equally laudable service in awakening the interest of the people in our national space program.

G. M. WHITNEY

Oneonta, N.Y.

Sirs:

The seven men on your cover should be reminded that they are the best publicity the armed services ever had, and that they owe it to their respective branches to appear as military men at all times. Business suits and "cheese" smiles simply do not mix with commissioned officers and outer space.

WILLIAM M. REGAN

Shaw Air Force Base, S.C.

● When they began Project Mercury, the Astronauts were transferred to the National Aeronautics and Space Administration, a civilian agency. Although they retain their ranks and commissions, they will dress as civilians for the duration of the project.—ED.

NEW ECONOMY CAR

Sirs:

Your picture of the Ford engineers was one of the greatest group pictures I have ever seen ("Birth Pangs at Detroit for a New Economy Car," LIFE, Sept. 14).

It certainly dramatizes that the white shirt is the symbol of the engineer in profession.

But I feel a couple of spies from GM managed to appear in the picture. I am referring to the two men in the first row of the 7,000 massed staff members—who are obviously out of uniform.

EDWARD J. CORCORAN

Wapping, Conn.

Sirs:

Your article on how the new Ford small car was engineered has a disturbing view of the trend in American engineering.

One picture showed 7,000 engineers who are working on a new edition of a conventional car. How much initiative or individual responsibility can most of those men develop? Another picture shows one welder testing an operation while three engineers watch, trying to determine whether the process is good or bad. Instead of watching, the engineers should be doing the job, for that is the only way they can get the "feel" of it.

JAMES S. DRAGO

Union City, N.J.

Sirs:

You describe Jack Hooven as "the engineer to whom the Ford Motor Company has given the responsibility of producing its first small car." What about the Model T? I never heard it described as a large car.

GILBERT J. RICH

Roanoke, Va.

TEEN-AGE CAPE MAN

Sirs:

I read "Killings of Teen-Age Cape Man" (LIFE, Sept. 21) and I had to laugh at the suggestions the civil leaders propose. Do they actually think that more policemen and nightsticks are going to make better citizens? Why don't they get to the heart of the problem and investigate the activities of the parents of juvenile delinquents? I think mass educational facilities for these parents on how to rear children correctly (and what the results are if they don't) will do more to curb juvenile delinquency than nightsticks, and would actually cost the state less in the long run.

FRANCES MULLER

Boonton, N.J.

MISCELLANY

Sirs:

That "Beat Swimmer from Borneo" (LIFE, Sept. 14) is none other than Alice the Goon of Popeye fame. I wondered where the old girl had been keeping herself.

DIANE SUTHERLAND
Martins Ferry, Ohio

● Alice the Goon, shown at right in a 1936 strip, no longer appears in the papers but may be found in comic books.—ED.



RUSSIAN ORTHODOXY

Sirs:

My warmest appreciation for your excellent story, "Russian Orthodoxy: A Captive Splendor" (LIFE, Sept. 14). The photographs were beautiful and graphic; the coverage, exemplary and complete; the presentation, brilliant and impartial.

CHRISTOPHER G. PALLAS

Brooklyn, N.Y.

Sirs:

St. Vladimir couldn't possibly have converted the Russians to Christianity because the Russians as such did not exist at that time. St. Vladimir baptized the people of Ukraine, whose heirs are the present-day Ukrainians.

FATHER OREST KULICK

Chicago, Ill.

● The Kievans converted by St. Vladimir were mainly Eastern Slavs, the ancestors of both the Russian and the Ukrainian people. Their state was known as Rus from which the word Russia is derived. Political and cultural differences between the Eastern Slavs developed later.—ED.

Sirs:

The author and the photographer of the article on Russian Orthodoxy each deserve a thousand congratulations. I have been reading LIFE for six of my 14 years, and I honestly think this is the finest article your magazine has ever printed. Of course, I may be a little prejudiced, because I myself am Orthodox.

PAM APOSTOL

Natick, Mass.

Sirs:

Cornell Capa's photographs on Russian Orthodoxy were excellent. Unfortunately the article contained some inaccuracies.

For example, the 3.6 million inhabitants of Galicia (Western Ukraine) who were made to join the Orthodox Church were not Roman Catholics but Ukrainian Catholics of Eastern (Byzantine) rites. Many Ukrainian Catholics live now in the U.S. where they have their own bishops, seminaries and schools. The language of the church services is the Old Slavonic, the same as in the Orthodox Church.

GEORGE MELNYKOVYCH

Spring Valley, N.Y.

● Since 1596 the Ukrainians of Galicia have recognized the primacy of the Pope and followed the Roman Catholic Church in all matters of faith. They have, however, their own liturgy and hierarchy.—ED.

TENNIS

Sirs:

As a tennis player I was very much interested in your article on the increasing importance of the "big game" ("Tennis Loses Audience," LIFE, Sept. 14). I would hate to see new rules that would change the game. However, a solution must be found.

NANCY COMSTOCK

Louisville, Ky.

Sirs:

The "one-bounce rule" is a change which tennis must make if it expects to attract the vast audience it deserves.

THOMAS FOGARTY

Providence, R.I.

Sirs:

Raise the net one inch.

ERICH J. P. STURM

Fairfax, Calif.

Sirs:

Limit the server to one serve.

DAVID F. DITMORE

Boston, Mass.

Sirs:

It is logical that Kramer wants to see the stands filled with paying spectators. These represent his and his performers' income.

For an amateur it really does not make any difference whether he has 10 or 10,000 spectators. Spectators may stimulate him but their absence will not stop him from playing. Why should hundreds of thousands of players have to change their game in order to allow a few dozen players to satisfy a few thousand viewers?

J. G. BANTJES

Pomona, Calif.

SPEAKING OF PICTURES

Sirs:

As a former member of H. M. Coldstream Guards I feel I can speak from authority. The guardsman in "Eyes Out for Trouble" (LIFE, Sept. 14) was not violating any rule; in fact he was carrying out the rule in turning his eyes rather than turning his whole head.

It is likely that the sentry was looking for an officer, since it is necessary to see all officers and salute them before they cross in front of the sentry.

MARK SANDERSON

Andrews, Texas

PROVOCATIVE ISRAELI GIRL

Sirs:

Your description of the native-born Israeli (*sabra*) in "Provocative Girl of Israel" (LIFE, Sept. 14) was very interesting.

Your article described the army as "the best possible melting pot." You may be interested to learn that some Israelis compare their speedy process of integration not to a melting pot, which takes several generations, but to a pressure cooker, in which mixture is accomplished in as short a time as possible.

MARC L. STERN

University Heights, Ohio

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What's behind all the optimism about CHRYSLER?



"Chrysler" means Chrysler Corporation, 11th largest of all corporations in the United States in terms of sales. It makes and markets the Imperial, the Chrysler, the DeSoto, the Dodge, and the Plymouth.

This fall it will introduce two new lines of cars—the Valiant and the Dodge Dart. Chrysler also has a substantial in-

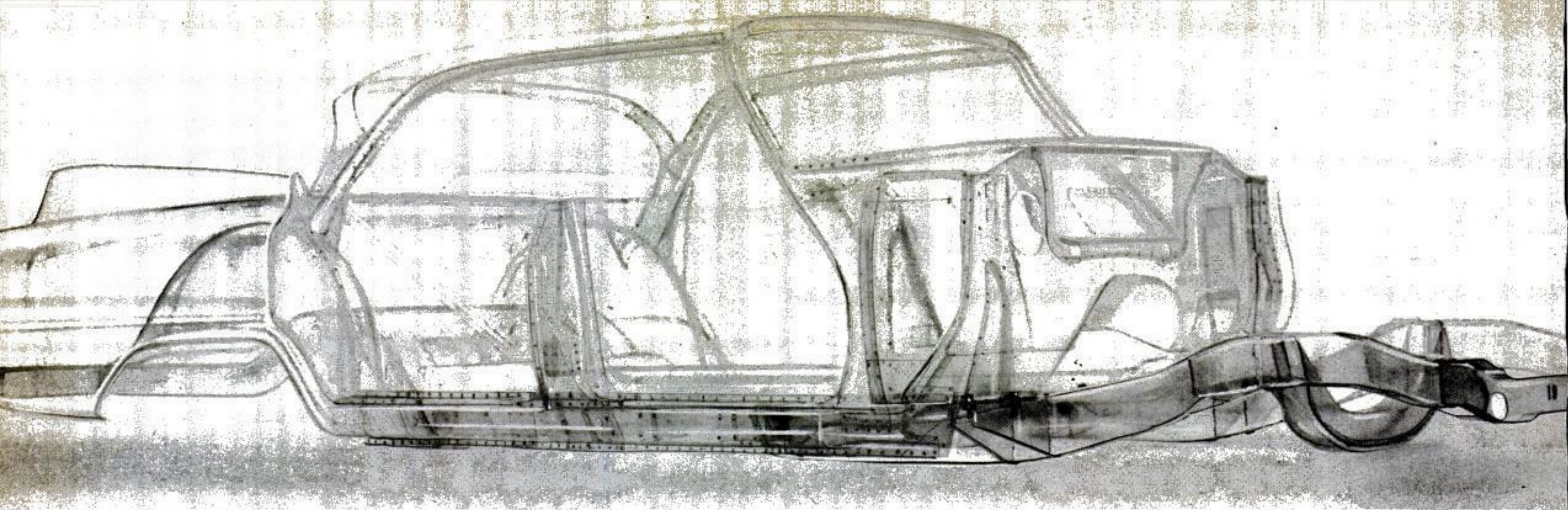
terest in the French Simca, distributed by Chrysler in the United States and many other countries throughout the world.

From the start, 34 years and more than 25 million cars ago, Chrysler has had a reputation for brilliant engineering and "new things first." Today, it is the only automaker making ballistic missiles for the U. S. Army.

A clue to the undisguised optimism at Chrysler these days comes from the August 10th issue of Ward's Reports, one of the most authoritative publications in the motor car industry.

It predicts a "noteworthy" fourth quarter for the Chrysler Corporation, "which has put as much, if not more, 'years ahead' planning into its merchandise than any competitive Big Three make."

Continued



This laboratory scale model was made of a special plastic that behaves like steel. It helped us determine stresses at every point in the earliest stages of planning. The result: the best-built cars ever produced.

Pure Automobile — a new concept in car making

What do we mean—"Pure Automobile"?

We mean cars designed from the inside out with the unity of a missile. Cars with twice the life expectancy of any car built in America in the last decade.

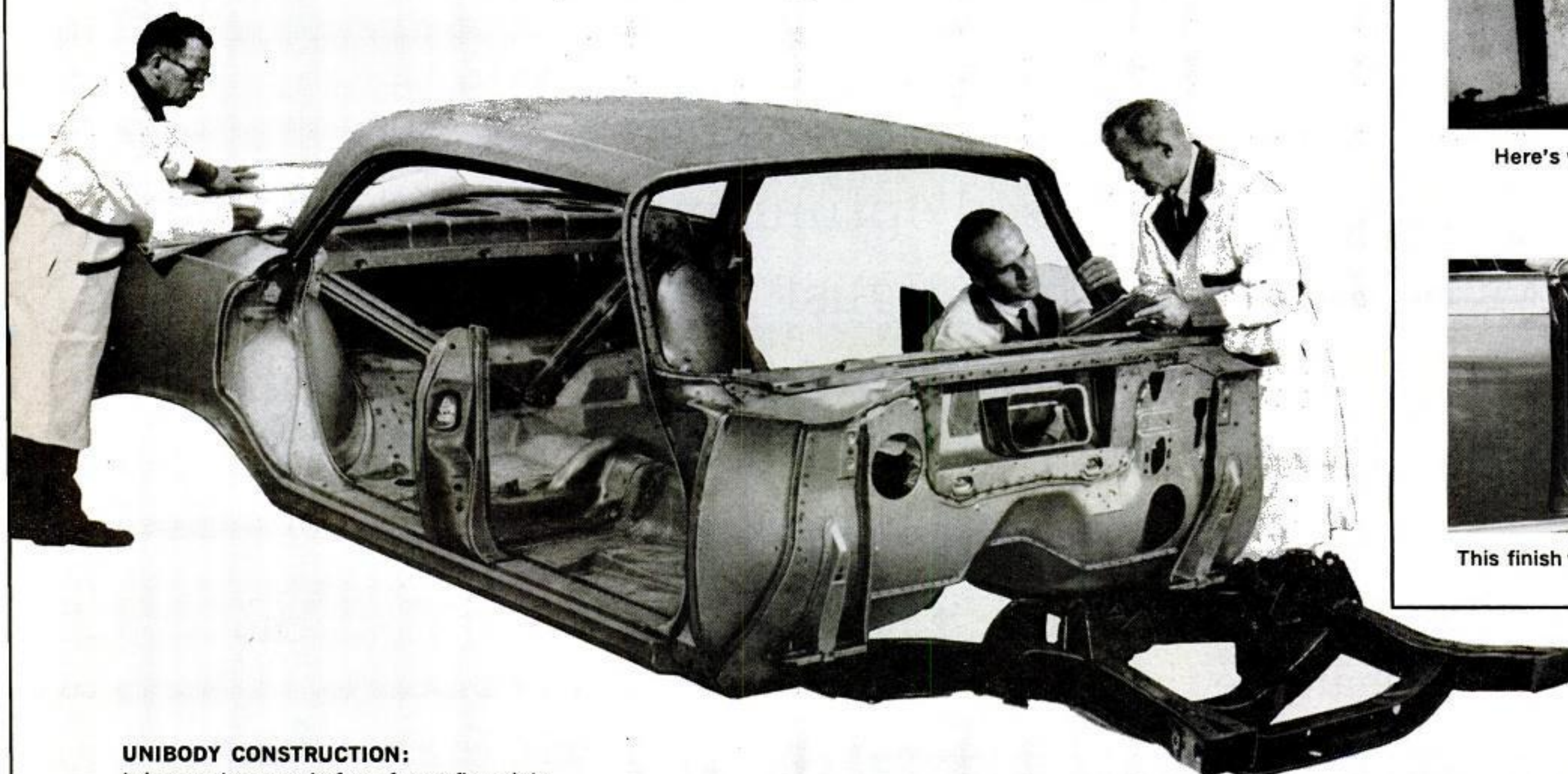
Everything about them serves a useful purpose, even the styling. The 1960 cars from Chrysler Corporation are styled with the natural lines of motion—in effect, "sculptured by the wind." They move through the air with 14% less wind drag than before. This makes possible a saving on gasoline equal to a price cut of a penny a gallon.

"Pure Automobile" means cars that are built a new way—Unibody construction. Body and frame are a single, solid unit instead of separate units connected together by nuts and bolts. Every component is engineered to work perfectly with every other component.

The result is a car that surrounds you with silence as it takes you as quickly and as far as you want to go.

It's all yours in the 1960 cars from Chrysler Corporation.

"The Quick, the Strong and the Quiet"



UNIBODY CONSTRUCTION:
twice as strong as before, frame flows into
and becomes one with the body

RUST DEFEATED... RESALE VALUE RAISED

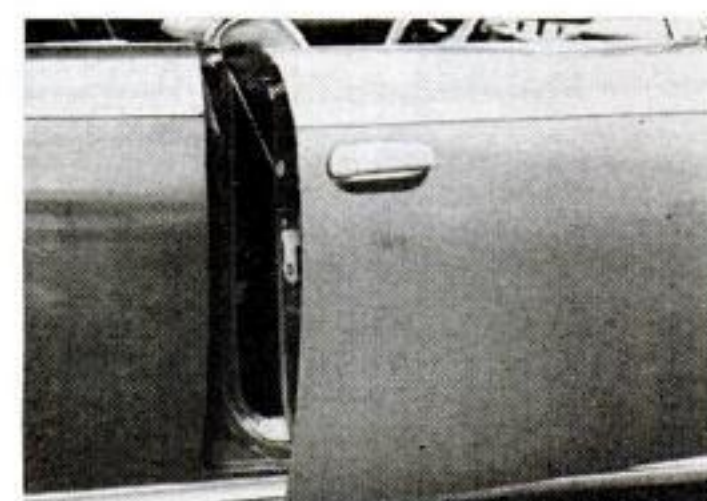
Chrysler has always led the way in rust-prevention but cars that can stay free of rust for years longer are now a reality. And chrome will also last years longer than the chrome you've been used to.

New processes in rust-prevention not used by any other maker are now applied to the 1960 cars from Chrysler Corporation.

Metal panels treated the new way showed no rust after salt spray tests equal to 12 years of outdoor exposure. Otherwise identical panels were rusted after the equivalent of only 2 to 3 years of the same salt spray tests.



Here's what corrosion can do



This finish will stay rust-free for years

This encouraging note is sounded as the automobile industry enters what many predict will be the most challenging decade in its history.

Be that as it may, Chrysler has never been daunted by challenges. When the company started in 1925, the wise old men shook their heads and said there was no room for a newcomer. Chrysler took on an entire industry and *made* room.

Today, more than 25 million cars and trucks later, Chrysler comes up to 1960 with cars which automotive writers and professional drivers generally credit as the best-handling, the best-built, the style leaders, and the most economical cars to operate of all American makes.

The "years ahead" planning began six years ago. It has cost more than 800 million dollars so far. You'll start to get the full benefits of it with the 1960 models.

These cars are built for distinction, not for show. They are not for "status seekers," except insofar as they help confirm the status of independently minded people (the "car-istocrats") in all walks of life who are apt to know more about cars than the man next door.

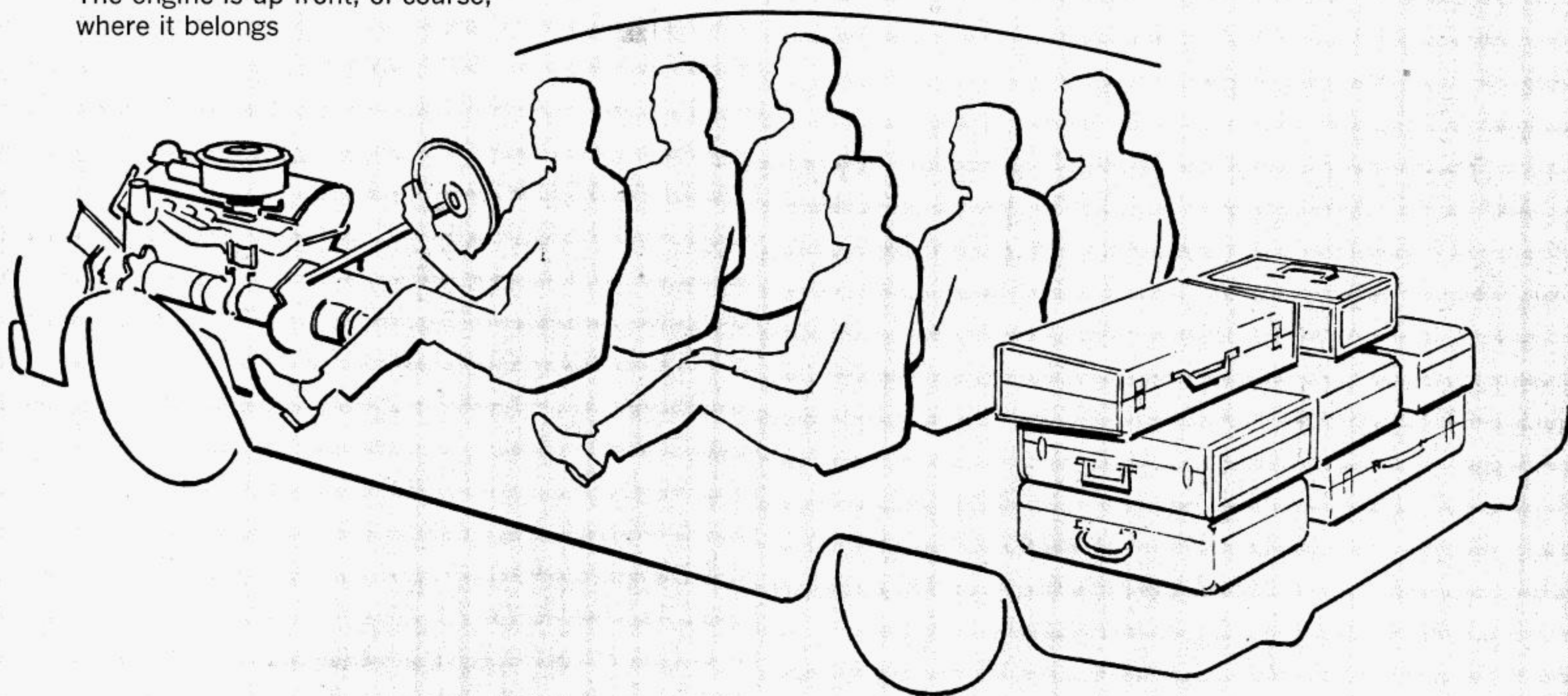
We refer to our new 1960 cars as "*pure automobile*," designed from the inside out with the unity of a missile, rather than as a combination of components.

Two completely new cars

You may have heard that Chrysler has recently moved in force into today's expanding world market with heavy investments in assembly plants and other facilities in various parts of the world, but the heaviest firepower is

Report from Chrysler continued

The engine is up front, of course,
where it belongs



Advance Information on the Valiant

(Chrysler Corporation's coming new economy car)

Now we know how a family feels when it's expecting a baby. We never knew we had so many interested neighbors. Truth to tell, we're quite excited ourselves.

The Valiant is engineered by Chrysler Corporation as a nimble-footed answer to today's crowded streets, roads, and parking spaces, with all the thrifty habits of its little cousins from overseas.

It proves a car doesn't have to be big to be roomy nor too small for an American-size family to deliver 30 miles or better on a gallon of gas.

Here's a car four feet six inches high and two feet shorter than current popular-priced cars that'll carry six adults in comfort, along with all their luggage for a weekend trip.

Here's a radically new 6-cylinder engine that can keep up with turnpike traffic without breathing hard, and still ignore gas stations like an undersize import.

The Valiant has a clean, lean \$6,000 look. When you park it in the driveway, the neighbors are going to think you've come into money, but the Valiant will deliver in the \$2,000 price range.

The whole design is so perfectly in scale it has none of the abbreviated or small-car look of the so-called "compact cars." It will come both in four-door sedans and big, roomy station wagons.

directed, of course, against the challenging and changing American market.

There has been a growing appetite in America for cars which can run on an eyedropper of gas and park on a stamp.

Many people, including not only honest economizers but whimsical millionaires, have gotten a kick out of darting around in cars of reduced proportions. For many, these cars have made great sense, and for others great fun.

But if you think a car has to be bug-sized or squeezed together to be fun, to save gas and fit today's crowded streets and parking places, you'll have a second think coming, when you see Chrysler's new Valiant.

Two feet shorter than today's popular-priced cars, the Valiant will seat six adults in comfort and carry all their luggage for a weekend trip. With its radically new six-cylinder engine you can get 30 miles on a gallon of regular gas and still enjoy the passing pep Americans are used to. It looks like \$6,000, but will deliver in the \$2,000 price range.

The buyer who wants big-car luxury and comfort in its purest, most economical form will find it in another new entry—the Dodge Division's new Dart, a completely new car in concept and styling as well as in name. It is priced within the range of the "popular-priced three."

Now, with six different "makes" (not counting Simca) Chrysler offers a car for every purse and passion.

Cars built a new way

With the exception of the Imperial, Chrysler's luxury car with all its custom workmanship, every car will be built a new way which Chrysler calls Unibody construction.

A major, exclusive improvement on old-time unitized

You get the good things first from Chrysler Corporation

Few may remember how many of the safety and convenience features you take for granted in today's cars came first from Chrysler Corporation. For instance, four-wheel hydraulic brakes, all-steel bodies, safety-rim wheels, the first high-speed, high-compression engine, and power steering, to name a few earlier firsts.

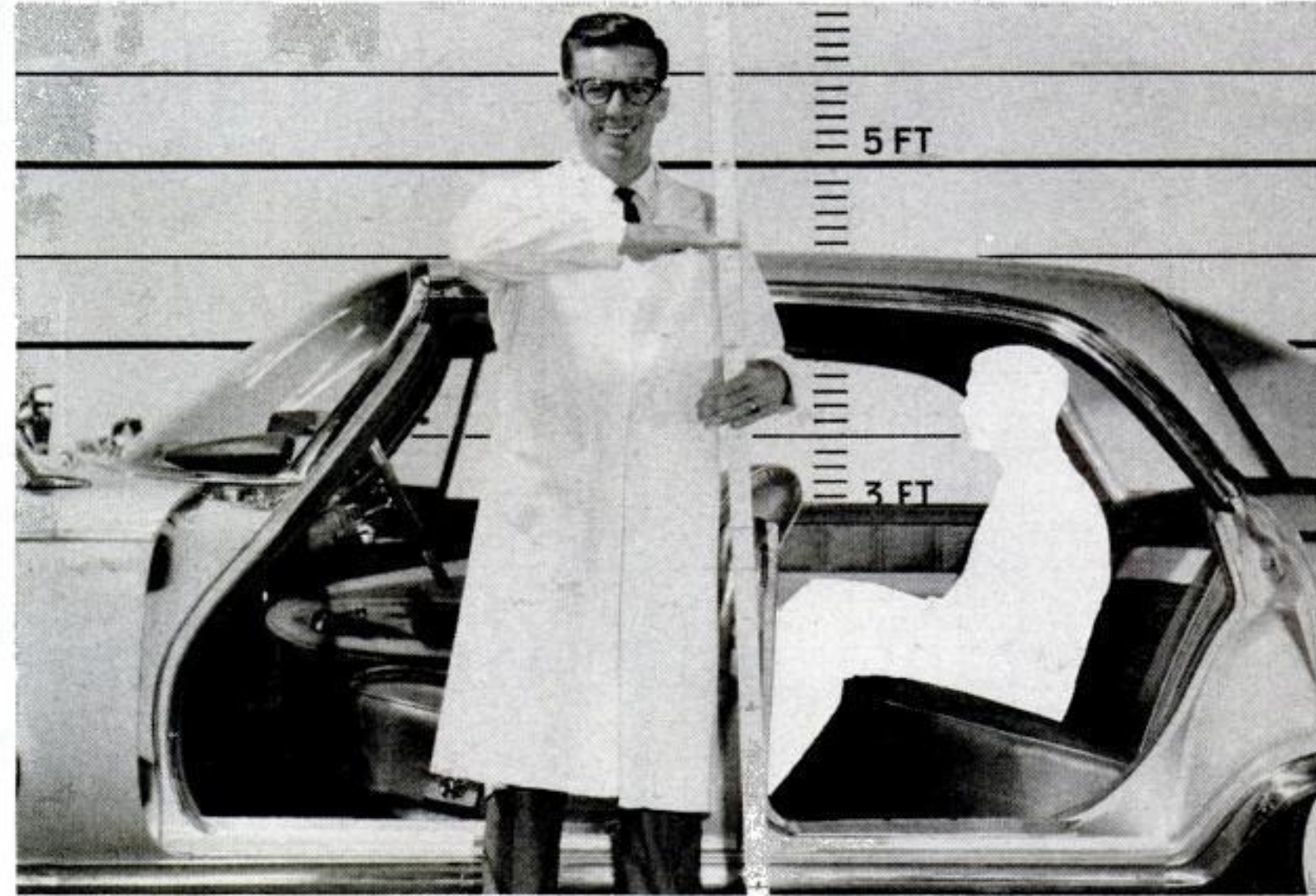
More will remember Chrysler's introduction, in recent years, of Torsion-Aire Ride, recognized by the pros as one of the great achievements in automobile engineering. It takes the dip out of stops, the sway out of turns, the squat out of starts. Add to the list—pushbutton driving controls that let you keep your right hand on the wheel, full-time power steering that seems to make the parking spaces larger and Total-Contact brakes

which combine great stopping power and far longer life.

And just last year, Chrysler's swivel seats scooped the industry. These seats swing out to make exits and entrances easier than ever before.

When a company with a history of firsts like that comes out with a new line of cars, naturally you expect some pretty important new features. You won't be disappointed . . .

HERE ARE SEVEN OF THE GOOD THINGS AVAILABLE FOR 1960 FROM CHRYSLER CORPORATION



1. **More headroom** without raising the roof. You're spared the indignity of an askewed hat.



2. **More legroom** without stretching the car. Plenty of room to relax, even sitting in the back seat.



3. **Wider doors** you can step through rather than squirm through. And no dogleg in the windshield post to bang your knees on.



4. **All doors lock** when you start the engine. Driver-controlled door locks are available in most models of these 1960 cars.



5. **Washable upholstery** makes seat covers obsolete. The dropped ice cream cone is no longer a calamity.



6. **When you open the door**, the seats swing out. Chrysler's famous swivel seats are now automatic.



7. **Driver's seat** has three-inch higher back rest. Supports you in style, cuts fatigue on long runs.

construction, this new method helps make these cars the strongest, quietest, safest things on wheels. It helps also to provide more headroom without raising the roof, more legroom without stretching the cars, and wide doors you can step through rather than squirm through.

We know this will appeal to many post teen-agers who refuse to become acrobats overnight.

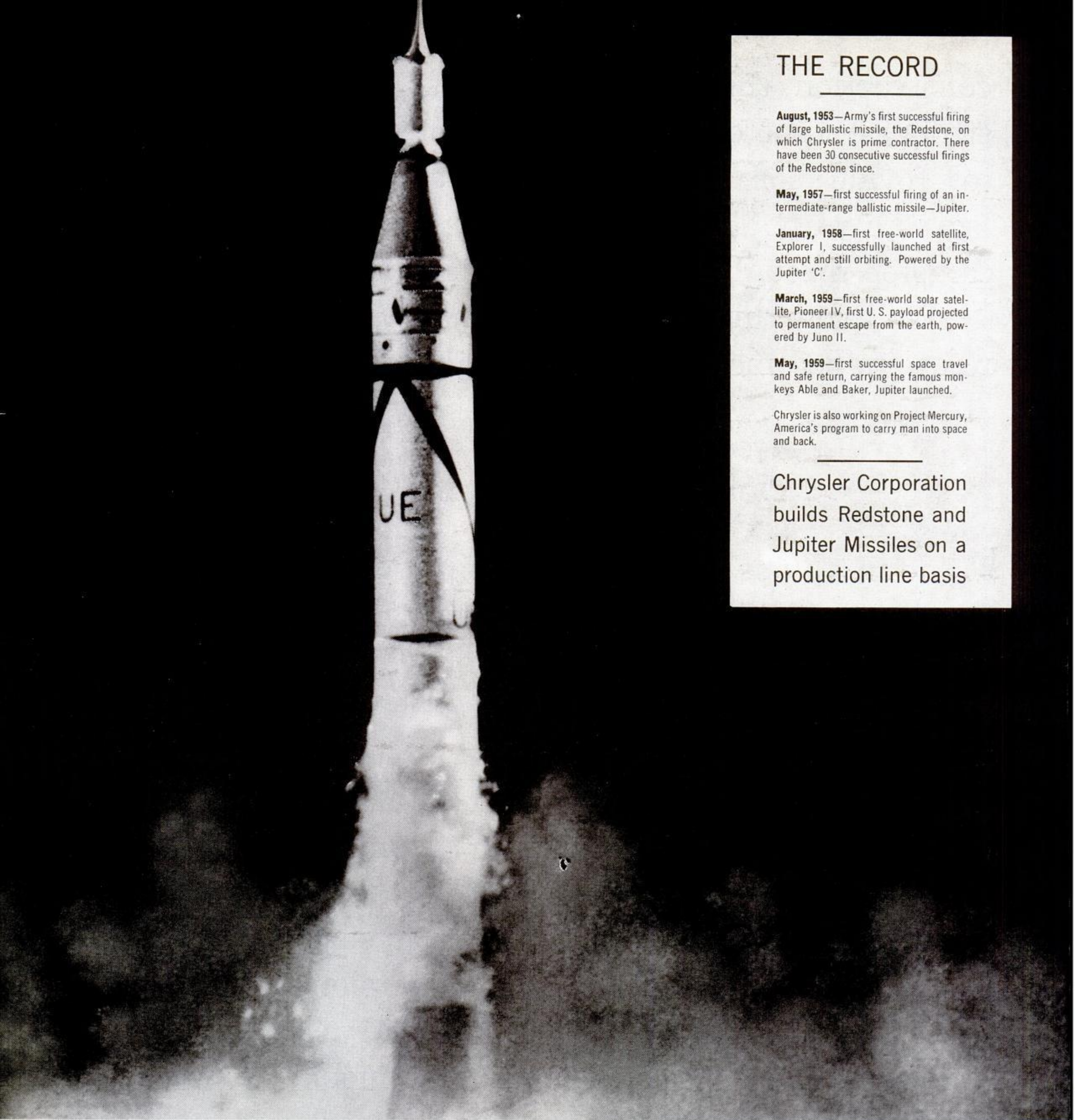
This exclusive new Unibody method has completely tuned out the road noise and banished the "drumming" of old "unitized" construction.

These cars are built for life rather than obsolescence. Tests indicate that they will have a much longer life expectancy than any car built since World War II.

Trade-in values will be greatly improved. One reason is a unique treatment for rust prevention which protects the entire body. The chrome, for example, will resist corrosion and pitting years longer than the chrome you've known up till now.

Improvements available in the 1960 line include such thoughtful details as doors which automatically lock when the engine starts, a driver's seat with a back some three inches higher than the rest of the front seat to take fatigue out of long drives, and automatic versions of the swivel seats which were the talk of the industry last year.

The styling reflects the "pure automobile" concept. An engineer with a touch of poetry in his heart said these cars were "sculptured by the wind." They drive *through* the air rather than *against* it. The clean lines of natural motion so reduce what automotive engineers call "aerodynamic drag" that there is a measurable saving on gasoline.



Cape Canaveral, Jan. 1958—U. S. Army's Jupiter 'C', sends the free world's first successful satellite Explorer I, into orbit.

What does missile making have
to do with better automobiles?

Electronic engineering, the same engineering that enabled Chrysler to make America's most successful missiles as prime contractor to the U. S. Army, ends the months of production once needed to work the bugs out of new model automobiles. Now the first car off the assembly line at Chrysler is as perfect as the ones which roll off five months later.

Briefly, giant electronic computers predict performance before the car is built. They make computations in a few weeks that would take an engineering staff years of full-time work to figure out. As a result, we know just where to locate the engine mounts, just what spots to weld, and what gauges of metals to use. Electronic engineering has given us a better way to build better automobiles.

THE RECORD

August, 1953—Army's first successful firing of large ballistic missile, the Redstone, on which Chrysler is prime contractor. There have been 30 consecutive successful firings of the Redstone since.

May, 1957—first successful firing of an intermediate-range ballistic missile—Jupiter.

January, 1958—first free-world satellite, Explorer I, successfully launched at first attempt and still orbiting. Powered by the Jupiter 'C'.

March, 1959—first free-world solar satellite, Pioneer IV, first U. S. payload projected to permanent escape from the earth, powered by Juno II.

May, 1959—first successful space travel and safe return, carrying the famous monkeys Able and Baker, Jupiter launched.

Chrysler is also working on Project Mercury, America's program to carry man into space and back.

Chrysler Corporation
builds Redstone and
Jupiter Missiles on a
production line basis

A new Six with new life

Directly in key with the modern American turn toward functionalism is a new six-cylinder engine available in many models of the Plymouth and Dodge Dart. The engine block is slanted to the right at an angle of 30 degrees from vertical. This allows room for extra-large aluminum manifolds which give these cars the liveliness of an eight with gas economy formerly available only in "practical" but less alert sixes.

Lessons learned from missile making

As the only automaker building complete ballistic missiles, Chrysler learned that successful missiles must be engineered as a carefully tuned complete unit, not just an assembly of separate parts.

Use of high-speed electronic computers used in missile making has made it possible for Chrysler to apply this principle to car design for the first time.

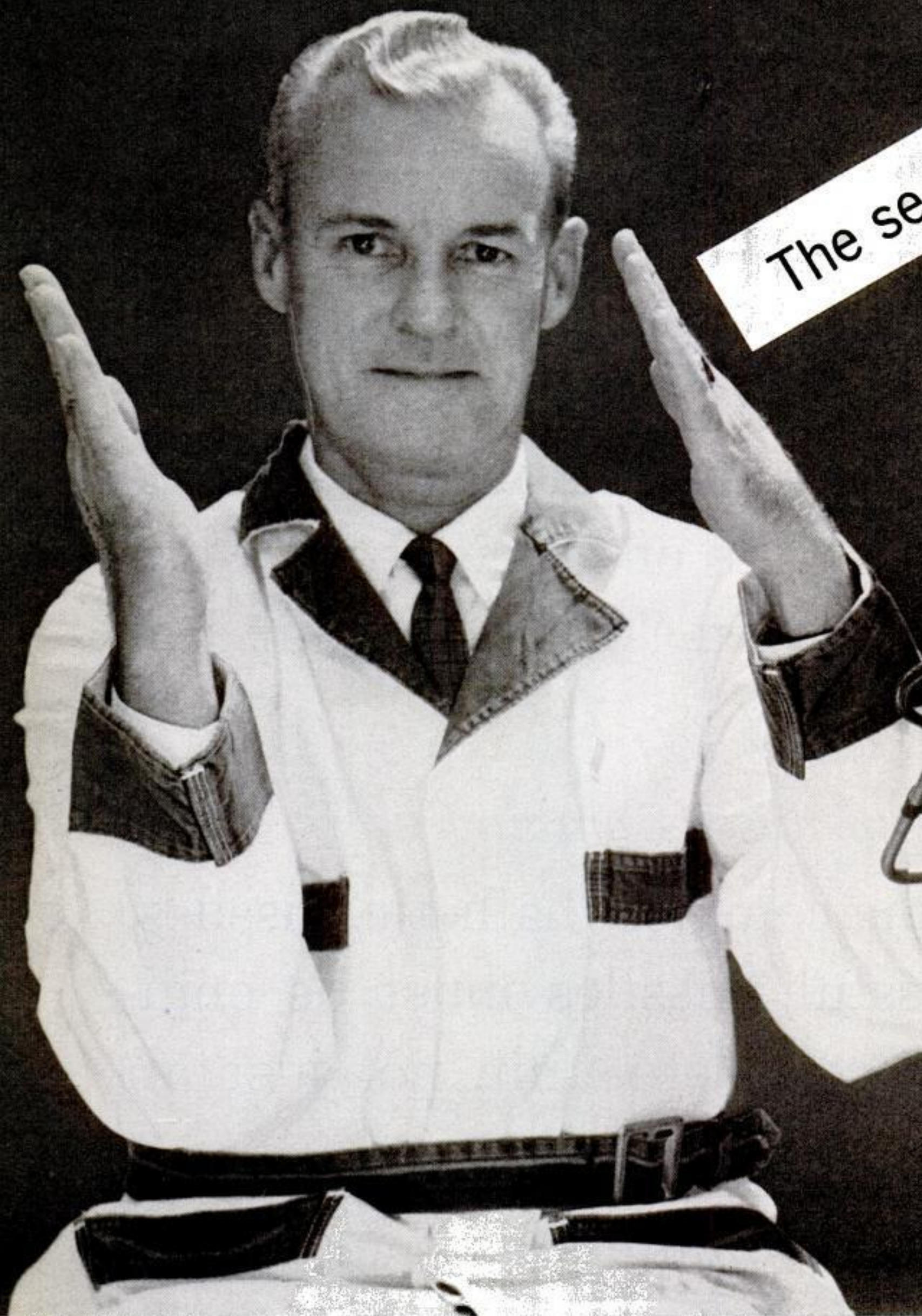
"Quality" isn't an old-fashioned word

It takes more than engineering to put quality into a car. It takes craftsmen who know how to put a car together right and take the pains to do so. Otherwise, little things go wrong and car owners go berserk.

So a major part of the six-year program at Chrysler has been a new dedication to craftsmanship developed with the cooperation of more than 3,000 foremen.

Under this Quality Control Program, by far the most

The secret is in the slant



NEW KIND OF SIX:

Get-up-and-go that goes easy on gas

The six is in power again—put there by Chrysler Corporation engineers.

Here's an engine that delivers 20% more passing power than previous sixes. A new kind of easy-breathing engine with breakaway performance when you need it that gives you more miles per gallon than last year's six.

New slant on engines

Notice that the engine is inclined at a 30° angle. This new slant gave us room to put in a totally new manifold system. Six extra large cast aluminum tubes guide fuel and air to each cylinder with an efficiency sixes never knew before. They look like superchargers, for good reason.

Quiet as a V-8

The quietness that often comes with strength

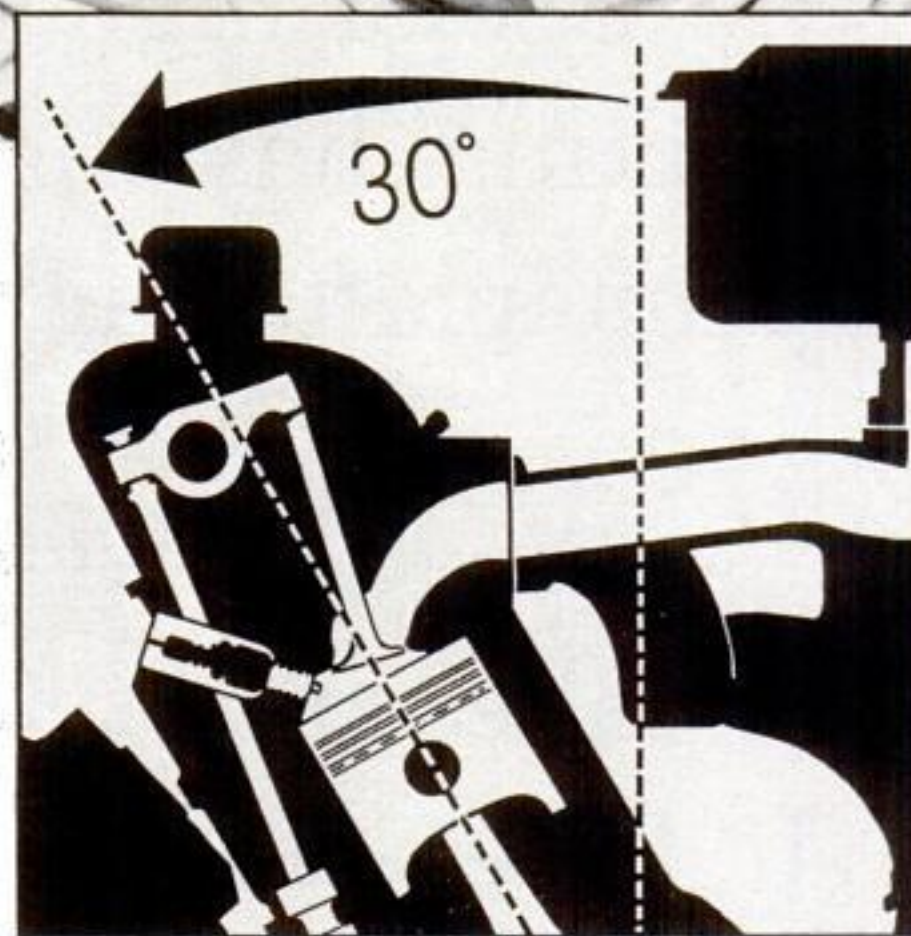
belongs to this six. It's as smooth as a V-8.

One reason is the extra-rigid crankshaft. Another, electronic computers pinpointed the location of the engine mountings. And quietness also comes from the use of highest quality components. The main bearings, for example, are the same size as those used for the big engines in the Imperial.

The power is to move with

We've dispensed with deadweight throughout the engine. For instance, aluminum is used liberally (though the block is rugged cast iron). What we've saved in weight you get back in power to move with.

This is the six with get-up-and-go that goes easy on gas. The first of its kind. Available in many models of the new Plymouth and all new Dodge Dart models.



INGENIOUS ENGINE

Besides high performance and high economy, you'll find a lot more that's different about this new kind of six. Like the cleverly designed pre-heaters that give quicker warm-ups, and how easy everything is to get at. Like the lower center of gravity that makes for easier handling and better roadability.

intensive in the industry, gimlet-eyed Quality Control men are strategically placed on every assembly line. Each car goes through 38 major inspection points as it's being built. Chrysler factory people make the unqualified statement that "these are the best-put-together cars in our history."

The final step in checking comes from a greatly strengthened and streamlined dealer organization. Through these dealers, Chrysler has instituted a new program of training and service called "*Certified Car-Care.*"

These new controls will cross off a lot of minor irritations which new car buyers in recent years have come to take for granted in all makes of cars.

"We have sweated off the fat and left the lean muscle"

This is how a proud engineer described Chrysler's new cars.

His words could apply to the Corporation, too. The aggressive, young management team at Chrysler has rebuilt for growth, and stripped for action. The future has been planned for.

This explains all the optimism with which Chrysler awaits the most challenging year in automotive history.

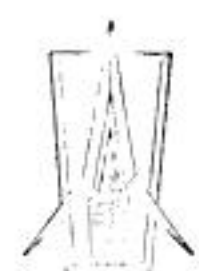
When the new models come out, come in and see them. Drive them and discover the reason for the optimism. A drive will bring out the difference great engineering makes.

What does Chrysler make besides cars?

Plymouth, Dodge, De Soto, Chrysler and Imperial are only part of the picture



VALIANT



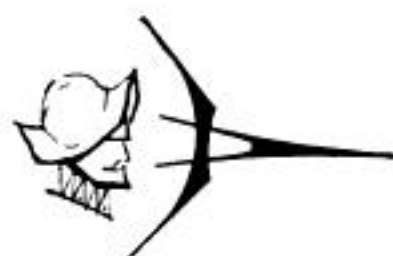
PLYMOUTH



DODGE DART



DODGE



DE SOTO



CHRYSLER



IMPERIAL

Virtually everyone knows Chrysler Corporation makes Plymouth, Dodge, De Soto, Chrysler and Imperial automobiles and Dodge trucks.

(There are more than 11 million Chrysler Corporation cars and trucks on the road today.)

Many have heard that Chrysler will shortly introduce two new cars—the Valiant and Dodge Dart. But cars are just part of the Chrysler Corporation picture. For instance:

Chrysler's new Missile Division is prime contractor for Redstone and Jupiter missiles. (A Jupiter 'C', as you may have read, put the first American satellite, Explorer I, into orbit.)

Chrysler's Airtemp Division makes a full line of automobile, residential, commercial and industrial air-conditioning equipment. In the last year, sales of Airtemp equipment have doubled.

Chrysler's Mopar Division handles 80,000 different replacement parts for Chrysler Corporation products. They have six big parts plants and 124 wholesalers strategically spotted all over America.

Chrysler's Cycleweld Division makes brake linings and the adhesives used to bond them, car-body sealers, industrial cutting oils and the miracle adhesive, liquid iron.

Chrysler's Amplex Division makes the famous Oilite bearings and fabricates powdered metal machine parts in "impossible" shapes. It is the largest producer of powdered metal products in the world.

Chrysler's Marine and Industrial Engine Division produces engines suitable for 80% of the country's inboard motor boats, and has powered many of the record breakers. Chrysler industrial engines power everything from concrete mixers to orchard sprayers.

Chrysler's Defense Operations Division manufactures combat tanks and has created many experimental vehicles, including a swimming truck that can be dropped from the sky by parachute, and an assault ferry that assembles itself in the water.

Add all this up, and you get a big company doing big jobs and doing them well.

Consider this your personal invitation

Just how long has it been since you have driven a Chrysler-engineered car?

Consider this your personal invitation to visit your nearest dealer when the new cars come out and find out the difference great engineering makes.

Coming-Out Dates

IMPERIAL	October 2
DODGE	October 9
DODGE DART	October 9
PLYMOUTH	October 16
DE SOTO	October 16
CHRYSLER	October 16
VALIANT	Coming Soon

CHRYSLER CORPORATION

Makers of automobiles, trucks, marine and industrial engines, brake linings, missiles, cutting oils, adhesives, combat tanks, air conditioning, space-heating equipment, auto parts, powdered metal products.



A GRACIOUS HOST AND A SEEMINGLY APPRECIATIVE GUEST FACE THE PRESS AT CAMP DAVID'S ASPEN LODGE BEFORE THEY JOIN IN THEIR CRUCIAL DEBATE

LUSTY TALKS AT END OF LUSTY JOURNEY

RESULT: THERE WILL BE MORE

At the climax of Nikita Khrushchev's astounding cross-country stampede, the Soviet dictator met his democratic match. In man-to-man debate with President Eisenhower he found that, just as there was little concession in him, there was no budging the President, particularly from his firm stand on West Berlin. After tough rounds of talks, extended beyond the original schedule, the best that could be promised the waiting world was more negotiations later. It was agreed that they would announce agreement on rough terms of an interim settle-

ment of the Berlin dispute, involving no present cutoff date for Western occupation.

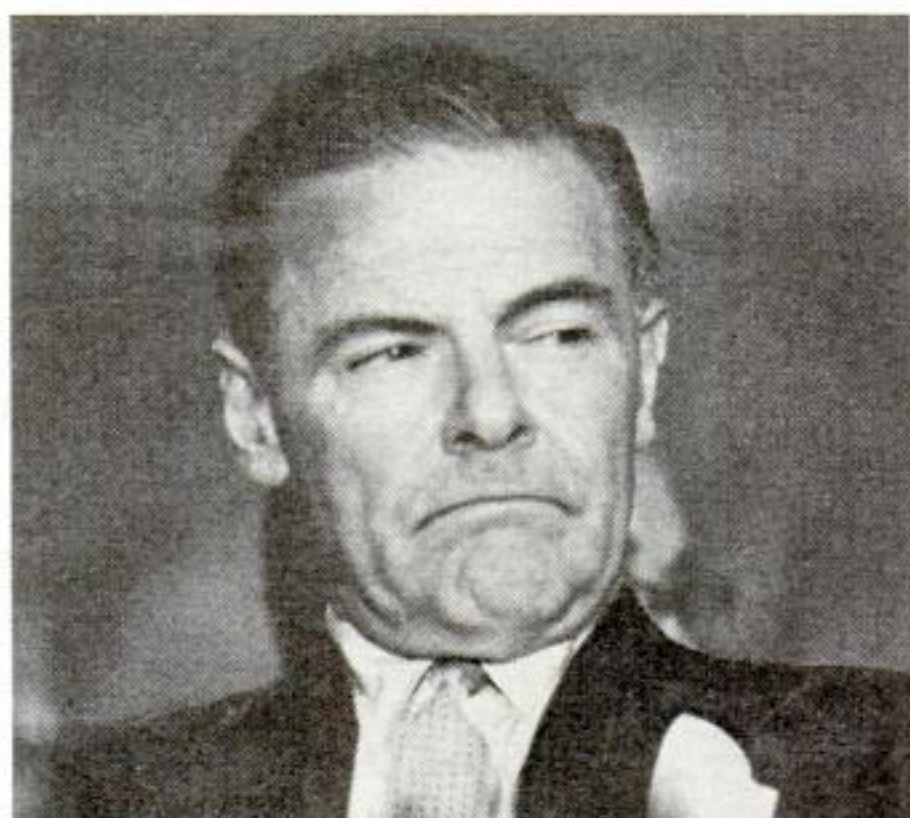
On the face of it, this was progress. But full interpretation of the dictator's incredible 12-day tour required study. He had swaggered in New York, thundered threats in Los Angeles, beamed in San Francisco. Only once, all unknowing, had he been topped by a side-splitting gag (pp. 38, 39). The net effect was one of chilling political showmanship.

At Camp David, Khrushchev obviously was prepared to harangue the President on a host

of issues as he had harangued the nation. The President however insisted on making progress on Berlin before discussing anything else.

Diplomatically the visit left much to be desired. But the mere fact that the opposing leaders could personally get together, and even find some tentative ground of agreement, offered hope. Also there was time, which could be used fruitfully, before a possible summit meeting this fall or winter and Eisenhower's trip to Russia, now postponed until next spring when, as Khrushchev says, "everything is in bloom."

AFTER BICKERING AND A NEAR BLOWUP, U.S. COURTESY AND RUSSIAN RESPONSE



ADMONISHED by the State Department to stop lectures to Khrushchev on U.S. civics and capitalism, Ambassador Lodge scowls at Los Angeles dinner where mayor delivered precisely such a lecture.

For a dark moment in mid-visit, it had seemed that Khrushchev's Camp David conversations with Eisenhower might never come about. In Los Angeles, piqued that he could not visit Disneyland and pin-pricked by Mayor Norris Poulson's speech, Khrushchev blustered that he had a good mind to go right back home.

The threat worked. The White House asked Americans to be courteous to Khrushchev—and the nation good-naturedly responded. In San Francisco, which had the added incentive of showing up rival Los Angeles, crowds hailed the premier cordially. He shouted "*spasibo*" (thanks) and promptly promised that he would not cut his journey short.

When he left the West Coast and stopped over in Iowa, Khrushchev was even mellower (*opposite page*). He went so far as to praise American hot dogs, cattle and corn (*see cover*).



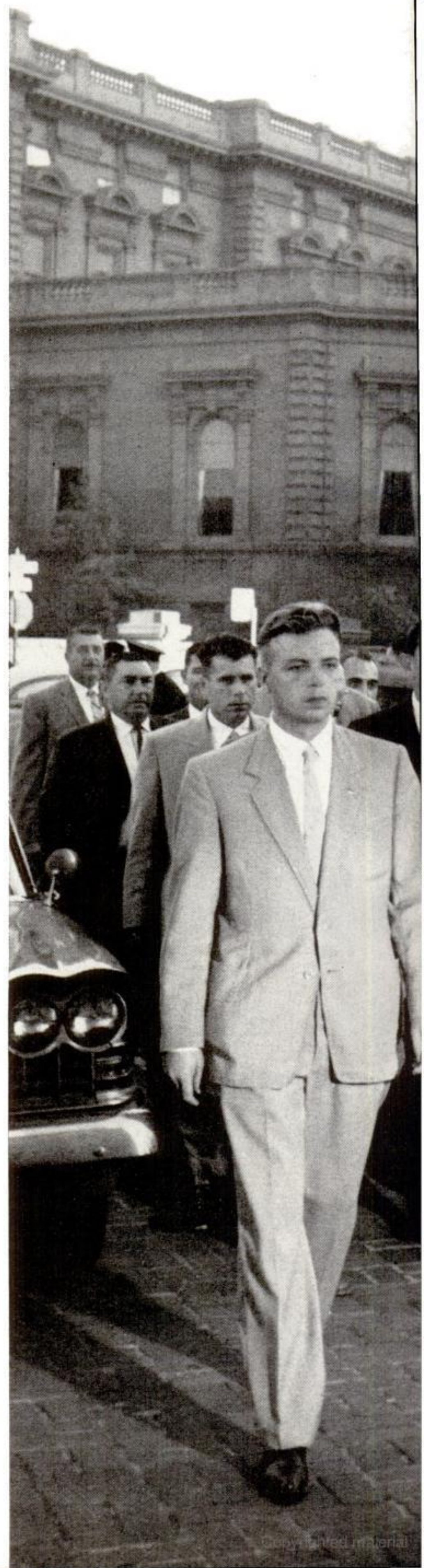
THREATENING TO GO, Khrushchev speaks angrily in Los Angeles. He had been irritated by Mayor

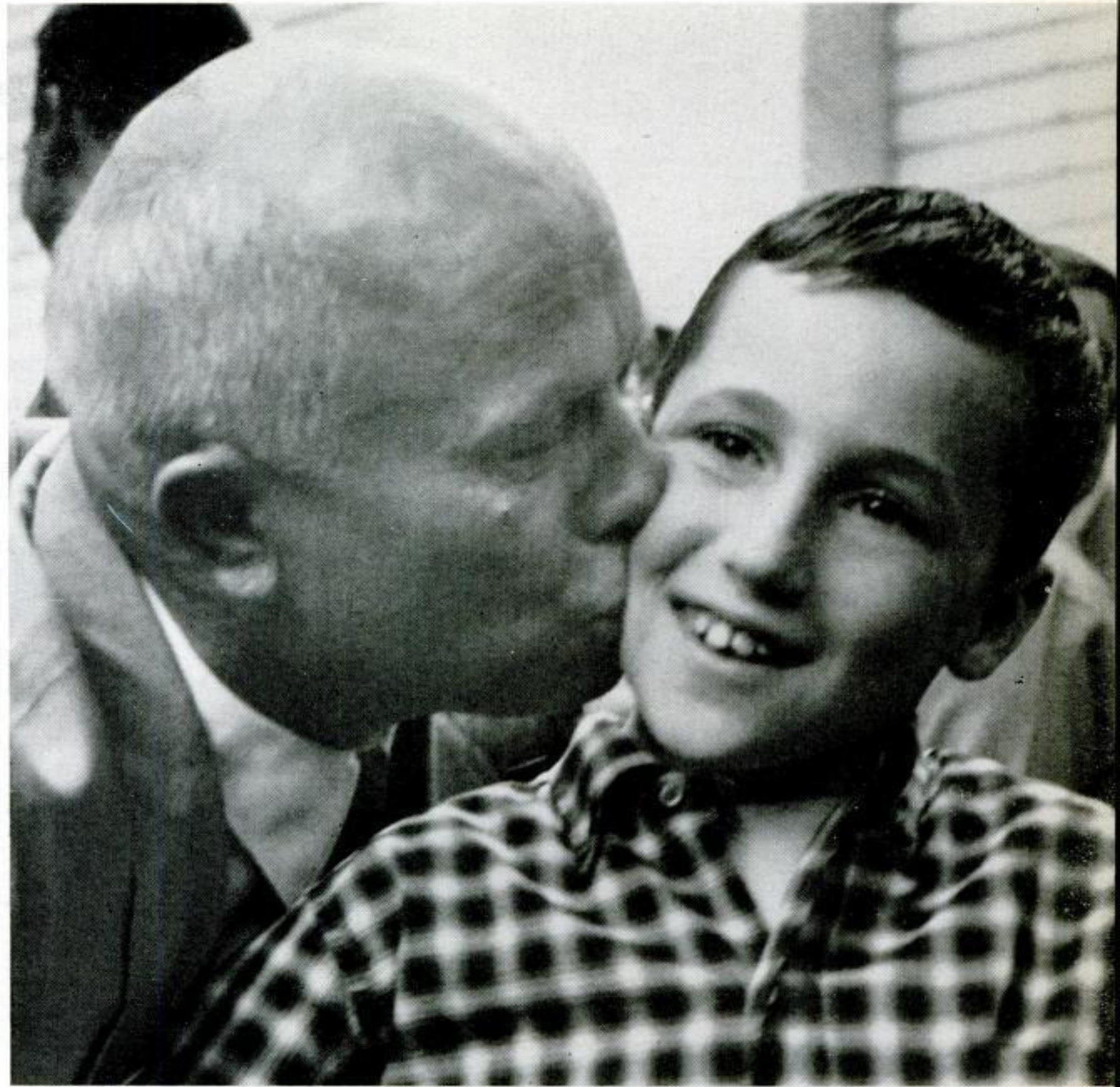
Norris Poulson (*right, glasses*) who rehashed "we will bury you" remark that K. had already softened.



MAKING NO HIT, the Soviet premier in San Luis Obispo, Calif. fails to comfort a crying youngster.

THE TIDE TURNS in San Francisco where Khrushchev admires Nob Hill during early morning walk. →





GENIAL IN IOWA, Khrushchev kisses Sam Garst, 9, the grandson of the premier's host, Roswell Garst, a millionaire corn and cattle grower of Coon Rapids.



DOING HER PART, Mrs. Nina Khrushchev kisses Garst's granddaughter Elizabeth. Mrs. Garst invited Mrs. Khrushchev into the house to take her shoes off.



JOVIAL BEGINNING of stunt comes as Iowan Christensen pushes through crowd on Garst farm into Khrushchev entourage, greets K., gets stomach patted.



CELEBRATING THE GAG, Christensen holds newspaper with picture of him and K. Headline is quote from Khrushchev as he kidded Christensen's girth.



KEEPING IN CLOSE as though he belonged to the official party, Christensen follows right behind Khrushchev as they inspect hybrid seed corn plant (left),



BRASH GATE-CRASHER'S

The security wall around Khrushchev was the tightest ever provided for a visitor. But in Iowa an astute gate-crasher named Jack Christensen, identified by the press as a farmer, made himself the most photographed "common man" that Khrushchev met in America. Here is Christensen's account.

by JACK CHRISTENSEN

I've always had a yen to pull off stunts. In the fall of 1953 I turned out for football practice at Mason City Junior College and made the team, although I wasn't a student and had never played football. In 1956 I read that tickets to the Democratic convention were so tight that former President Truman could get only six. So I went to Chicago and wound up sitting with the Pennsylvania delegation.

When it was announced that Khrushchev was going to be in Coon Rapids, 100 miles from my home, one of my friends read all about the security precautions and said jokingly, "Well, *that's* one you can't bust into." I decided to try.

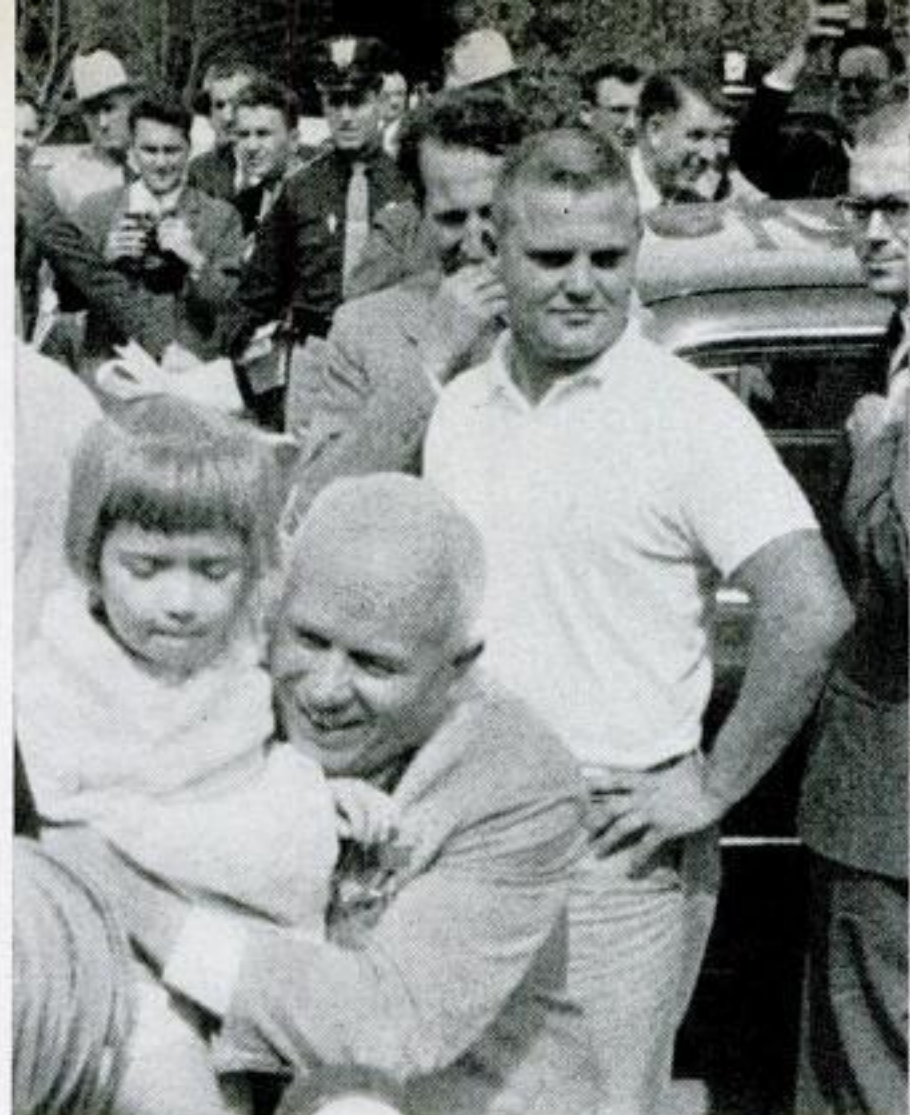
Wednesday morning I drove up to the first farm Khrushchev visited and got there about the same time he did. I jumped out of the car and ran toward the crowd. A security guy grabbed my arm and said, "Who are you?" I said, "One of the farmhands." The security guy said, "Oh, excuse me, go on in." So I went on in, and pretty quick Khrushchev was coming toward me. I stuck out my hand. He shook it, then patted me on the stomach and said, "Now there's a *real* American." I said to him, "We're both alike," and he patted me some more, this time with a real big grin.

At the second farm, cops and security men formed a big circle around Khrushchev's party, linking their arms. I walked up to one of them and said, "I'm a stock man," and he lifted up his arm and let me slip in. At the third farm I was going to try to gate-crash by saying I was a cattle expert, but before I could, one of the security agents from Washington



WARMING TO HIS ACT, Christensen coolly folds his arms while Khrushchev and Garst talk (left), stands next to bemedaled premier like an old family friend





and Garst leads K. through silage (center). On another Garst farm the premier hugs child whom the genial gate-crasher had picked up and handed to him (right).

BUSY ROUND WITH MR. K.

looked at me and told the cop: "Let that fellow in here, he's Garst's son."

So I stood there inside the stock pen, just me and Khrushchev, Garst, Lodge and three or four other guys. I've got to admit that was pretty hairy. But when I still wasn't nabbed I really got my confidence up. Later I picked up a little girl and handed her to Khrushchev as he walked by. I said, "Here, the photographers want to take some pictures." He said, "Yes, all right," and took the kid and kissed her.

In Coon Rapids, Khrushchev went up to the back of a truck that was full of corn and picked up an ear and smiled. So I picked up a better ear and handed it to him. I said, "Here, take this one, it's bigger" (see cover).

From there we went on to the Garst farm, where Garst was serving lunch to Khrushchev and Stevenson. When a cop stopped me, I called out to a security agent who had seen me earlier, "Say, I'm having trouble getting in here." He told the cop, "He's all right. He's a member of the family." Once inside, I walked up to Stevenson, stuck out my hand and said in a loud voice, "Hello, Adlai." Stevenson looked surprised, but he recovered and gave me the real political look and said, "Hello, how are you?" We shook hands. He was anxious to get away from me, but I followed him through the chow line, just like we were real buddies.

Then I sat down to eat with the Russian security guys. I figured they didn't speak English and couldn't ask me any questions.

At last Garst spotted me. "Who the hell are you?" Well, I knew the jig was up—at least for the moment. I was sort of pushed out of the tent, and I walked away as fast as I could.

But as Khrushchev and his party left to visit Iowa State College, I worked my way into the motorcade. At the entrance to the campus, I was stopped by the National Guard. I called to one of the State Department agents, "Look, I'm having trouble again." He said, "Let him through—he's one of the troopers." A little bit later, as his visit was ending, Khrushchev saw me and motioned me over. We shook hands for the last time and he tapped me on the stomach again and laughed.



(center) and upstages K. by climbing the fence during cattle inspection (right). At one point Christensen also led Mrs. K. by the hand through the crowd.



IN INNER CIRCLE, Christensen (left) slips into stock pen with select group that included (from left) Lodge, Garst, Khrushchev and son Sergei (foreground).

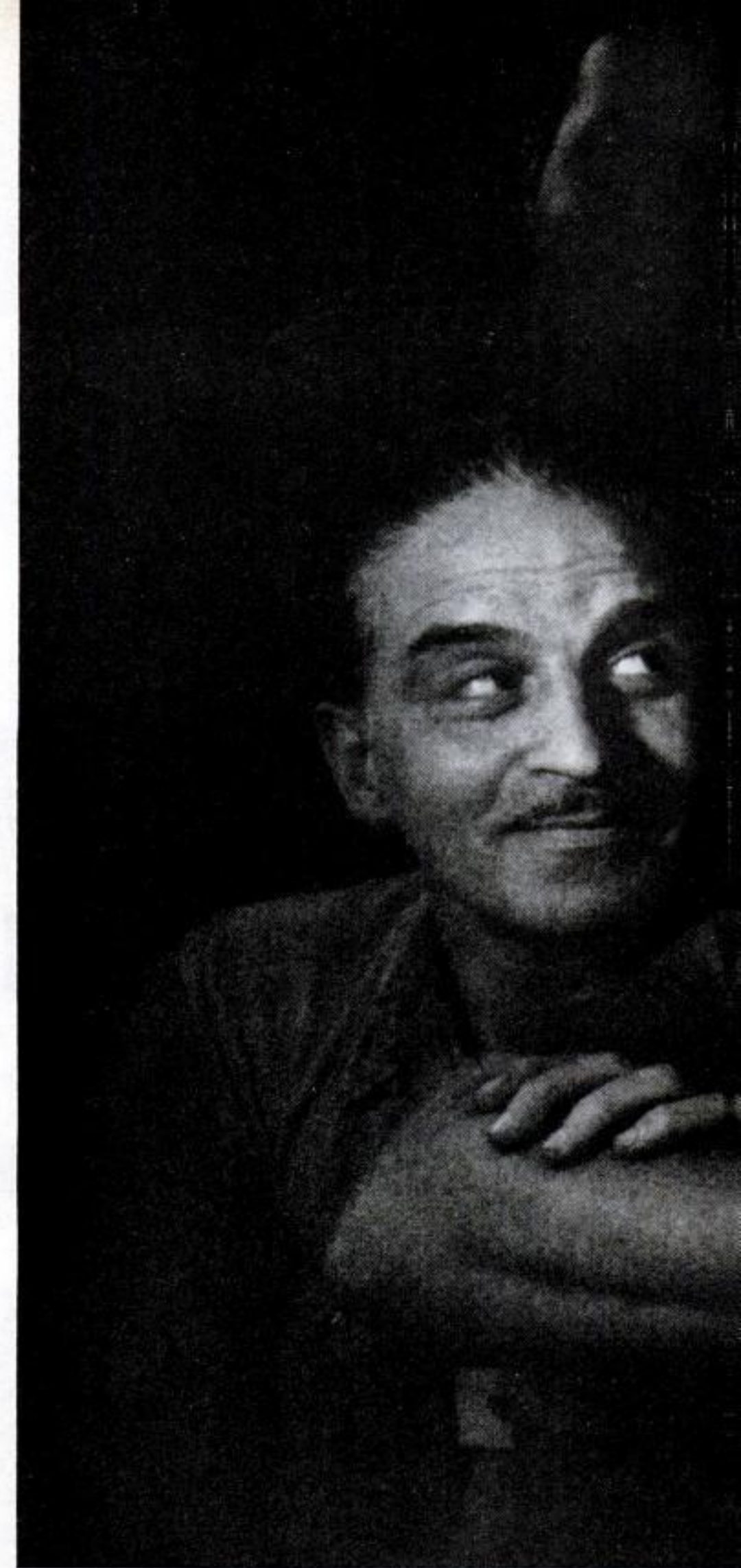


CROWNING MOMENT for Christensen (right) came when he had front-view picture taken in the stock pen with elite clique of K., Sergei, Garst and Lodge.



EYEBROW-RAISING PICTURE catches Mrs. Floyd Akers turning her face toward Khrushchev

at Soviet embassy party. Actually, her expression comes from fact she was told she was at K.'s elbow.



SHOWING GIFTS K. GAVE HIM WHEN THEY MET,

FROM PITTSBURGH



GREETING PIANIST, Khrushchev hugs Van Cliburn while Mrs. Khrushchev shakes his hand at



PITTSBURGH WORKER KENNETH JACKEY WEARS RUSSIAN STAINLESS STEEL WATCH ON RIGHT WRIST AND HOLDS GOLD MEDAL CELEBRATING RED MOON SHOT

TO WASHINGTON, PLAIN AND FANCY FOLKS ON THE K-WAY



Soviet embassy reception. K. asked Cliburn to stay with them the next time he performed in Moscow.



CONTEMPLATING A PRESIDENT, K.'s wife stands before Gilbert Stuart portrait of Washington

in the National Gallery. She also saw Czarist collection of old masters that the Soviets had sold.

FINAL IMAGE: A MAN WITH IRONCLAD VIEWS WHO LEFT NO DOUBT ABOUT WHAT HE'S AFTER

by JOHN OSBORNE, LIFE Staff Writer

NIKITA KHRUSHCHEV's words and behavior during his U.S. tour indicated that he sought above all else to convince Americans that from now on they *must* coexist with the Soviet Union and with Soviet power—on basically Soviet terms. For years the Kremlin had been arguing that the U.S. should settle for the Soviet brand of "peaceful coexistence." With all the force of his actual presence and personality, Khrushchev used his fantastic journey through the U.S. to tell Americans that "This is it!"

Khrushchev conducted his talks with President Eisenhower at Camp David on the same hard view that the Soviet way is the only one, as witness the unexpected length of the talks. He indicated this again and again and, regardless of any concessions that he might make or appear to make, he had striven mightily during his tour to impress upon Americans a self-portrait of a strong, indomitable figure who proposed to demand and get far more than he would give.

Did he succeed? Not, of course, in concrete terms. Most people who heard and saw him, in person or on TV, would say that they don't buy the Khrushchev bill of goods any more now than they did before he came. But Khrushchev repeatedly demonstrated that he neither sought nor expected explicit approval.

It was more than enough for him, he showed with rather engaging frankness, that the leader of world Communism and the premier of "the great Soviet Union" had been invited to America and that, once he was here, the American government and people would put up with anything he cared to do or say during his visit. He turned his tour into a continuous demonstration that most Americans were prepared for *personal* coexistence with their visitor on his terms, no matter how difficult and repellent he made the terms.

Beyond this, he made it appear to Americans and to the rest of the world that the leaders and people of the U.S. were positively gauche if they criticized or offended him. Simply by being in the U.S. and throwing an occasional tantrum, he brought about a weird transformation of American behavior and standards.

Any reference to his part in the crimes of Stalin, which Khrushchev himself had denounced only four years ago, or to such matters as the repression of Hungary and Khrushchev's own past threat to "bury" capitalist societies, suddenly was made to be dangerous and wrong. The mildest mention of anything troublesome to Khrushchev became an affront which he had every "right" to resent and rebuff. When he exercised this right that he had miraculously created, the sympathies of the Americans in his presence usually were more for him than for the unfortunate wight who had dared ruffle him. The labor leaders who gave him a hard time in San Francisco were represented as unseemly boors, uselessly abusing a guest.

Reporters and officials who followed Mr. Khrushchev throughout his trip noted that he played his famous part of the mimic and clown, the funny little fellow who knows that he looks like a cute little pig, just often enough to preserve the image and amuse his audiences now and then. But he never really worked at it. The image that he seriously sought to project on the occasions that counted most for him—at his meetings with industrialists and economists in New York, with business and civic leaders in Los Angeles, with the movie industry in Hollywood—was a very different one. It was the image of a formidable man of power, frightening in his display of utter willingness to use that power. This image and its impact were wholly clear only to people in his immediate presence; neither written accounts nor the sometimes distorting eye of television adequately conveyed it. Khrushchev obviously in-

tended that those who were exposed to it would never forget it. They never will.

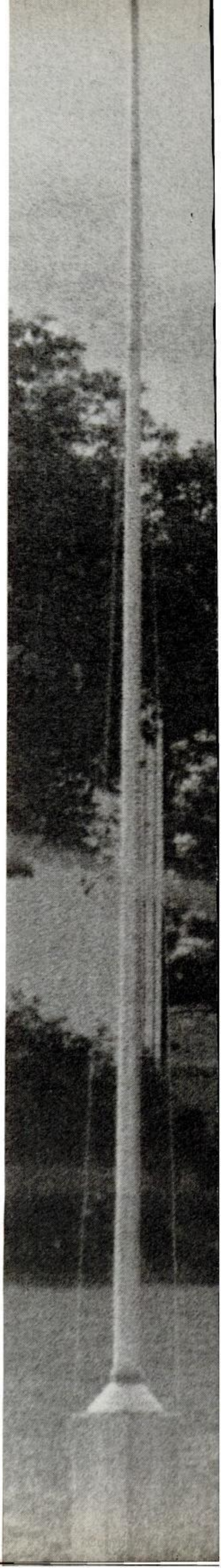
The cold calculation with which Khrushchev prepared and projected the important image of himself was apparent at his meeting with a select group of corporation executives—men whom he pretends to believe "rule America"—at the New York home of Governor Averell Harriman (LIFE, Sept. 28). It had been plain from the start of the trip that Khrushchev knew an enormous amount about the U.S. and that he had been exhaustively briefed. He understood precisely how to attract or repel the men who had been assembled for him by Harriman, and he chose to repel them. He clearly wanted them to conclude, as they did, that "there's no give in this man." He was there to tell them and the whole U.S. that from now on the Americans will have to do the "giving."

Whether the recipients of his ominous message accepted it immediately, or even grasped its full import, seemed incidental. He had planted the thought and he was manifestly content to let it flourish.

Khrushchev's eruption at the civic dinner for him in Los Angeles told more than any other single event what he was after and how close he came to getting it. When Mayor Norris Poulson quoted Khrushchev's remark in Moscow that "we will bury you," Khrushchev indulged in an outburst that would have seemed insane if it had come from anybody else on any other occasion. When he made the coldest and bluntest statement of the tour—"It is a question of war or peace between our countries, a question of life or death for the peoples"—his audience kept a deathly silence. When he threatened to break off his tour and fly home, the fright in the hall was a tangible and present thing. When he relaxed into a lighter vein, the relief among his hearers was almost as frightening as their fright.

The next morning, en route by train to San Francisco, a beaming and jolly Khrushchev gave no sign whatever of breaking off his tour. But his ambulant host, Ambassador Henry Cabot Lodge, and high officials in Washington were in a stupendous flap. Lodge forthwith discarded the needle—a limp and rusty instrument, at best—with which he had been periodically jabbing Khrushchev, and missed no subsequent chance to remind the sensitive guest that he was not only the leader of "a great and powerful nation" but "a distinguished world figure . . . in your own right." At the final stops of the tour Khrushchev accepted this fawning with mingled complacency and contempt. When he returned to Washington and went off to Camp David with the President, Khrushchev had the look of a tourist who was very, very pleased with himself.

It is just possible, however, that a talk with a Des Moines matron named Mrs. Jack Davis might have lessened Khrushchev's satisfaction. Mrs. Davis is a vice president of the Republican Workshop, an outlet for earnest ladies (and some men) who strive to make Americans aware of their political duties and responsibilities. At a Workshop meeting in Des Moines last Wednesday, Mrs. Davis reported that a remarkable change had come over the citizenry since Khrushchev arrived in the country. Iowans who previously could not be dragged to the Workshop were asking about it and wanting in. They were telling her, she said, that Khrushchev had proved to them that they ought to learn more about public affairs and take a hand in them. Something serious and interesting was going on, they suddenly realized, and they had a new understanding of their duty as Americans. If Nikita Khrushchev had that effect on Iowans as well as other citizens, he may have done the U.S. an even larger favor than he so far had done himself and his cause.







AS CLEVELAND POLICEMEN HOLD THEIR FIRE, A COUPLE OF WOMEN EMPLOYES (RIGHT), HALF BLINDED BY TEAR GAS, ESCAPE FROM THE DESPERATE GUNMAN



HOLDUP PAIR left a snapshot clue to identity in their abandoned car. It shows Ansley with a girl believed to be his accomplice, taken in New Orleans cafe.

← **THE HOSTAGES**, Bonnie, 10 (left), Marilyn, 18, and Mrs. Fox, were considerably treated. Woman turned on radio and offered Mrs. Fox sleeping pill.



THROUGH THE GUN-SHATTERED PLATE GLASS WINDOWS OF THE CLEVELAND TRUST CO. INSIDE THE BUILDING 16 OTHER EMPLOYEES WERE HELD HOSTAGE

HOLDUP'S THRILLING FINALE

Bank robbery brings melodrama to Cleveland street

Businesslike, bustling Lorain Avenue in Cleveland last week became the scene of a real-life cops and robbers thriller, blazing gunfire, crashing glass and screaming women.

At seven that morning a skinny gunman, wearing a red toupee and elevator shoes and accompanied by a girl, had walked into the home of Herbert Fox, branch manager of the Cleveland Trust Company. Brandishing pistols, the pair trussed up Fox's wife and two daughters and planted a ticking briefcase near by. They warned it would go off if they tried to get loose. Then the moll disappeared and the gunman forced Fox to drive him to the bank. They waited tensely at his desk until 8:30, when the vault opened. As the employees drifted in, they were herded into the office at gunpoint.

Back home one of the daughters struggled

free and released the others. They called an aunt who phoned Fox at the office. "If you're in trouble," she told him, "answer no and hang up." "No," quavered Fox and hung up.

Minutes later police surrounded the bank and lobbed tear gas through the windows. Hysterical employees leaped through the broken windows. When all were safely out, the police charged. They found the crumpled body of the gunman, a ragged red toupee by his side. He had shot himself through the head.

In Fox's home the "time bomb" proved a dud. The gunman's fingerprints identified him as an ex-con named William Ansley. Police then set out to find the moll. "They didn't look too tough," said 10-year-old Bonnie Fox, as she rubbed her chafed wrists. "But when I saw that gun, yow! Just like television!"



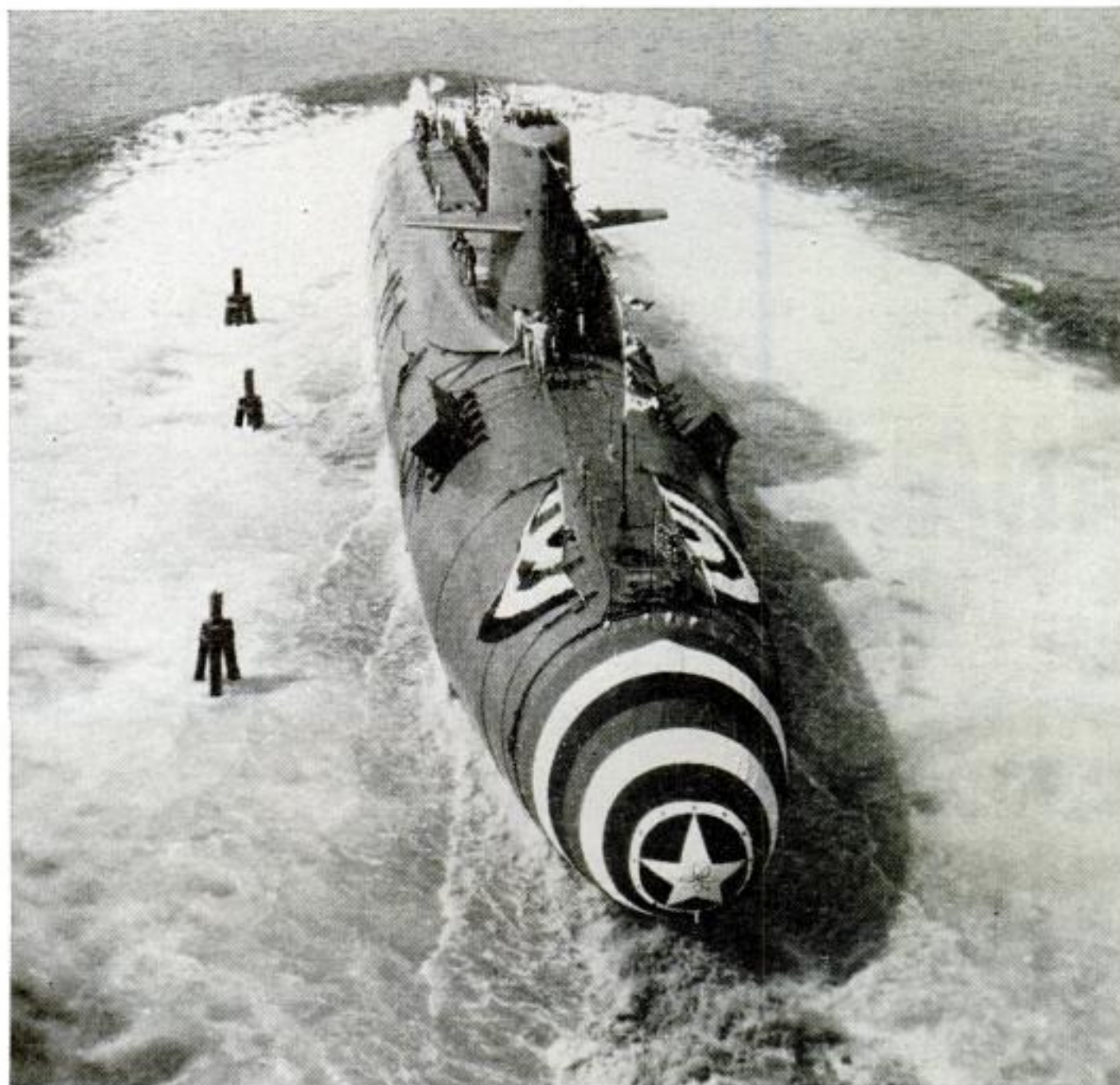
SHAKEN MANAGER Fox fusses nervously after release. In 1955 thugs held up bank, took \$25,000.

A LOOK AT THE



A FLOWERY LAOS WELCOME FOR U.N.

By custom in Laos, beautiful girls greet strangers with bowls of flowers. On a dirt airfield, a lovely line knelt to greet a four-man United Nations team, headed by Japan's Shinichi Shibusawa above. It had come to investigate Laotian charges that troops from Communist North Vietnam were spearheading the rebellion against the pro-Western government.



A SECOND POLARIS SUB FOR THE FLEET

Like an enormous, flag-draped projectile, the nation's second ballistic-missile submarine skidded down the ways at Groton, Conn. The 380-foot, 5,400-ton nuclear powered submarine, named the *Patrick Henry*, is designed for firing the Polaris missile while the sub is submerged. She joins the first Polaris sub, the *George Washington*, launched last June.



A LUNCH FOR NEHRU IN AFGHANISTAN

With the mud-walled Afghan town of Istalif spread out in the background, India's Premier Jawaharlal Nehru and Afghanistan's Premier Sardar Mohammed Daud Khan met for lunch. Nehru (*center, foreground*) sits opposite his host. Nehru's daughter, Indira Gandhi, sits at left. Though the two men talked stoutly of neutralism, Nehru saw increasing

WORLD'S WEEK



WITH A PREMIER FRIENDLY TO RUSSIA

Soviet influence in the isolated kingdom. He landed at a Russian-built, jet-capacity airport and visited a Russian-built bakery whose bread is delivered by made-in-Russia delivery trucks driving on Russian-paved roads. But even more ominous was the Afghan army, flourishing with the help of Russian instructors, tanks and over 100 jet bombers and fighters.



A HARD-SELLING DE GAULLE IN A HARD HAT

On a tour of northern France to build support for his Algerian program, President Charles de Gaulle gravely donned a hard hat and head lamp to visit a coal mine in Haillicourt. Although the town had elected a Communist government and Mayor Beauvois—whose first name, Aimable, is French for "kind"—refused to see him, the president got a warm welcome.



PRETTY VICTIM OF UNDERWORLD 'RUB OUT'

As a chorus girl, ex-Miss New Jersey Janice Hansen met many mobsters, including Capone pal "Little Augie" Pisano. She married Comedian Allan Drake, and Augie, in smuggling, prostitution, and shakedown rackets, used to visit them. In Queens, N.Y. rivals got Augie, at 61, with three bullets—and got Janice, 32, who may have been just along for the ride.



IN HALF-TIME SHOW, THE DARTMOUTH BAND FORMS AN OUTLINE OF NEW YORK STATE AROUND ROCKEFELLER'S INITIALS IN SALUTE. THE GOVERNOR WAS IN A



CANDIDATE'S WELCOME is given Rockefeller by placard-bearing crowd at the Manchester airport.

SMALL BOOSTER, Laura Struckoff, 11, meets the governor with a noisy group of 200 in Manchester. →





CROWD OF 13,000 AT FOOTBALL GAME WITH HOLY CROSS IN HANOVER, N.H.



ATTENDING CLASS PICNIC ROCKEFELLER WAVES TO SPECTATORS ON HILLSIDE

ROCKY TAKES FIELD FOR THE BIG GAME

Governor Rockefeller last week entered New Hampshire, a well-trodden presidential proving ground, with the announced purpose of seeing a football game and meeting old Dartmouth classmates ('30). Once in New Hampshire, the state with the earliest U.S. presidential primary, he looked less like an old grad than a new candidate (a "draft Rockefeller" headquarters was recently opened in Concord). He met with Governor Wesley Powell, a Nixon man, before the game and ran into waves of slogan-carrying supporters. The governor from New York said he was not now in a position to respond "negatively or positively" to bids to enter New Hampshire's primary next March. It was apparent, however, that the only setback for Rockefeller in this early but smooth-running presidential kickoff was the score of the football game—Dartmouth 8, Holy Cross 31.



← FELLOW GOVERNOR Wesley S. Powell of New Hampshire, Rockefeller enter State House to talk.



ROOTERS' SIGN is hoisted by students at game. Later, Rockefeller was cheered at a campus rally.

ABUNDANCE INTO EXCELLENCE

Although the American experiment has been a smashing success politically and economically, a big question remains about its mass culture. Can such a sprawling, classless society support the high standards of quality and achievement that aristocratic ages bequeathed us? Can the masses take the place of the Medici?

Old Ben Franklin, that homespun democrat who lifted himself by his own bootstraps to walk with kings and talk easily with philosophers without ever losing the common touch (see pp. 104-120), would be interested to know whether his example has endured. Lord knows there is more than enough triviality and vulgarity around us in this TV age, whether you count Shirley MacLaine's movie cancan for Khrushchev or not. But mass culture is not all trivial. The statistics of consumption are pretty impressive, beginning with the boom in high-grade paperback books. Americans have bought no fewer than one million paperback copies of the *Iliad* and the *Odyssey*. Twice as many people (28,000,000) play musical instruments as did 20 years ago. Three times as many concerts have been held in the U.S. as in all the rest of the world put together. In a quarter century the number of symphony orchestras has risen from 30 to 160. The Metropolitan Opera's Saturday afternoon broadcasts reach 15,000,000 listeners each week. The nation now has some 703 opera groups, 650 professional and semipro orchestras. More than 6,000 amateur painters study by mail, 55,000,000 Americans visit art galleries and museums, and so on.

Of course, consumption is not creation and quantity is not quality (nobody knows how many of those who bought the *Iliad* understood or even read it and the Sunday painters may be making some hideous messes). But nevertheless this widespread public exposure to culture is likely to bear creative fruit in the long run. It may be bearing it already. Here are a few examples of American creative excellence from the past fortnight's news:

- Choreographer Jerome Robbins, now on a four-month tour of Europe and Israel with his "Ballets: U.S.A.," is being hailed as the modern Diaghilev. The Manchester *Guardian* calls it "the best foreign ballet by far that London has ever seen."

- Richard Strauss's middle-aged masterwork *The Woman without a Shadow* (*Die Frau ohne Schatten*) is such a huge complex

of mythology and symbolism that few European producers (as Strauss himself predicted) would dare stage it. Now the San Francisco Opera has produced it—for the first time in America—in blazing costumes, Daliesque sets and striking effects that are hailed as an artistic triumph.

- A new college with a credo Athenians would respect was opened at Oakland, Mich. by Michigan State University, staffed mostly by brilliant young Ph.D.s, and dedicated by its 39-year-old dean Robert Hoopes to teach the art of living and pure knowledge: "We are not interested in producing well-rounded men, but men with sharp, abrasive edges, rebels with clear minds and uncowed consciences, critics of society, not adjusters to it."

- Some 23,000 of our schools, shocked by the softness and inadequacy of our teaching methods shown up by Russia's first Sputnik, are turning away from the "social adjustment" psychology to more rigorous curricula and methods, with special attention to "enrichment" or "acceleration" for gifted minds.

- Broadway is launching what looks like another first-rate season with the best production of Shakespeare's *Much Ado About Nothing* in many years, possibly ever. *Mark Twain Tonight*, a marvelous performance which proved the ability of off-Broadway productions to challenge Broadway's dominance, is now touring the country. Another off-Broadway classic, Bertolt Brecht's *Threepenny Opera*, is now in its fifth year.

- American literature and criticism—which suffered so long from an inferiority complex before Europe—are both independent and robust. "Despite all the lamentations about the state of poetry in America today," writes Pulitzer prizewinning Poet Stanley Kunitz in *Harper's*, "the general level of quality, I dare say, is higher than it has ever been in our literary history. . . . I don't envy the anthologist of the future when he tries to cut the lyrics representing this century down to what he considers a reasonable number. My guess is—my wild guess, if you will—that only the Elizabethan age will make a better showing."

Ben Franklin was fond of speculating how things would be a century after his death. He would doubtless welcome these signs that the classless society he helped create is learning how to transform abundance into excellence.

SPACE LAW OR MORE CHAOS?

In the million-odd words that Khrushchev publicly deposited here, he said one thing that we could well respond to without further delay. Asked whether the Soviet moon rocket's "pennant" implied any claim of Russian possession, Khrushchev replied that, among socialists, "the word 'mine' has long receded in the past and the word 'our' has taken its place." He therefore thinks of his rockets as "the victory not only of our country but of all countries, of all mankind."

Two cheers for these words. They are not the kind a bank would lend money on, but they offer something for space lawyers to go to work on. And there is plenty of work to do if outer space is not to become a legal chaos.

Since we last urged action on this subject (*LIFE*, March 17, 1958) Henry Cabot Lodge has acknowledged U.S. concern by taking the lead in a U.N. committee to study "the peaceful uses of outer space." But this committee's report (June 1959) simply canvassed the subjects that need legal codifying, such as national rights in space, allocation of radio frequencies (very urgent), notice of launchings, etc. It refrained from echoing Secretary Hammarskjöld's call on all nations to renounce territorial claims in space. In general it concluded that the many technological unknowns make any effort at international law-writing "premature."

We can't agree, and neither does the staff report of the House

Committee on Astronautics and Space Exploration. Why wait for the conflicts already foreseeable to become real cases? We are then in what Senator Keating calls "the giddy cycle of law chasing power and never quite catching up." It is preposterous that there should be no general international consensus on whether a nation can claim rights on the moon or not. Although various groups have done much good work in this field and the technical bibliography is already huge, "the only attitude which all the governments appear to share is: Caution."

Our State Department is at least as cautious as the rest. We refuse to make or concede any precise national claims in outer space, or to forfeit the right to make or deny any in the future. We reserve the right to act like a dog in the manger—if we ever get in the manger. The only law of space we feel sure about is that the right of self-defense applies there as elsewhere. But since this is generally agreed upon, surely we can be a lot more constructive about rules for peaceful behavior in space.

There is something offensive to common sense about the extension of earthbound national sovereignties to other planets. The least we can ask of our international lawyers is that they make space as free as the high seas. The Russian moonshot is just one more reminder of the growing urgency. The U.S., whose traditions and interest is to promote international law everywhere, has the clear duty of taking the initiative.



Good things begin to happen
when the men have their good hot soup

A man likes to share good things with people he likes. And soup's one of them. Good things happen when you have soup. It makes you feel good. It tastes good. Coaxes appetites along and lets you enjoy the rest of the meal.

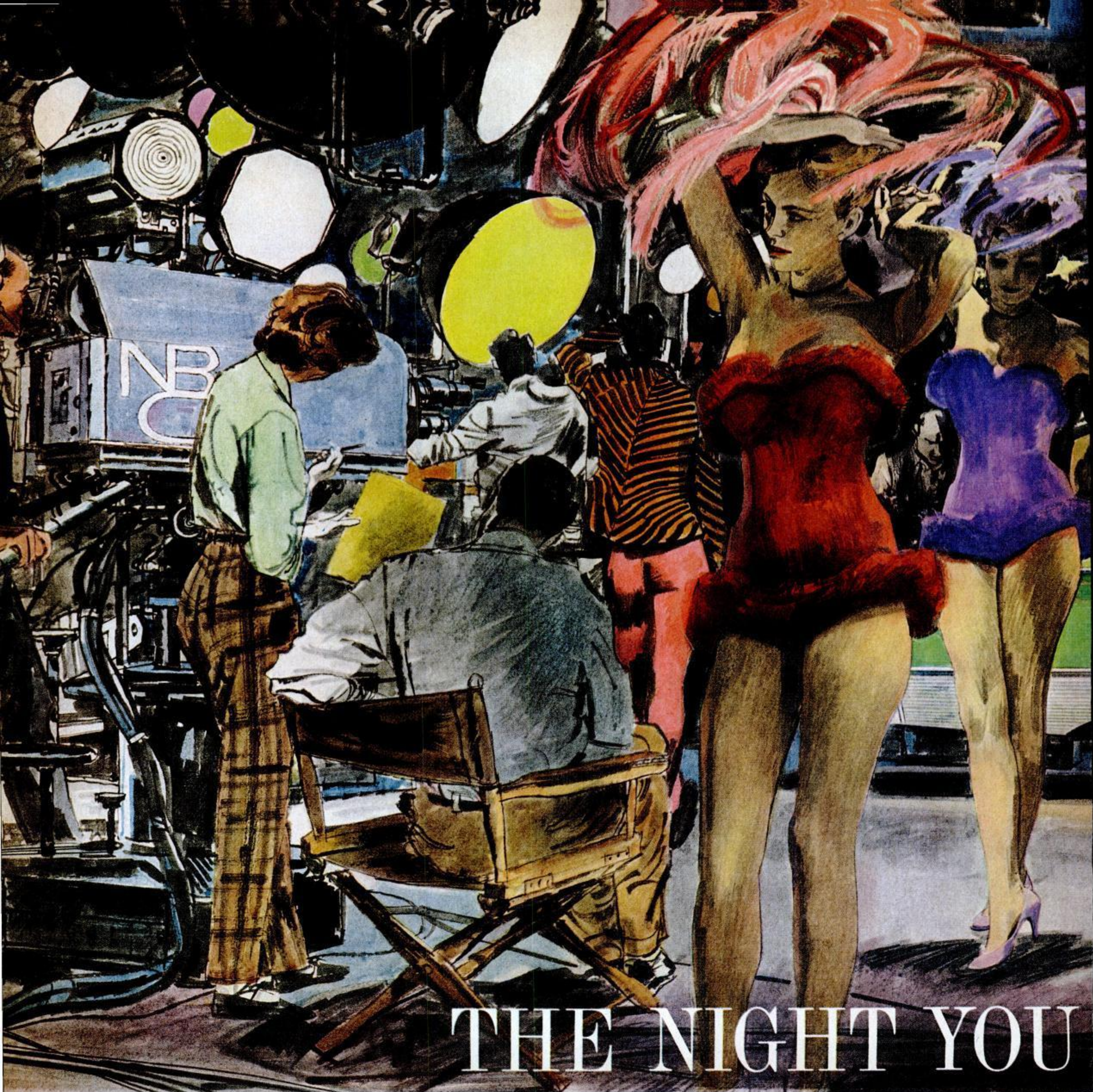
And soup is so right for a man of any age — gives him the kind of good eating he likes. Good meat broths and meats, nourishing vegetables, dairy products, cereals. No nonsense about soup. You get proteins, minerals and vitamins in every spoonful.

Every man has his favorite soup. These two have chosen Campbell's Vegetable. There are 15 different vegetables in this soup (just for fun, count them up—they're listed on the label), gently seasoned and simmered in meat broth. Can you blame them for making it their favorite?

Have some yourself and see what good things begin to happen. You can have soup ready in just 4 minutes . . . to warm you up . . . to gentle you down . . . to make you feel good all over. **Say . . .** have *you* had your soup today?

Once a day...every day...enjoy *Campbell's Soup*





THE NIGHT YOU

Tuesdays at 9:30 P. M., on NBC, The Ford Motor Company Presents:

(NEW YORK TIME. PLEASE NOTE TV LISTINGS FOR LOCAL TIME AND CHANNEL.)

MARIAN ANDERSON • INGRID BERGMAN • GEORGE BURNS
CYD CHARISSE • TONY CURTIS • NANETTE FABRAY
TENNESSEE ERNIE FORD • GEORGE GOBEL • SIR ALEC GUINNESS

The Ford Motor Company and its dealers proudly present the most distinguished television series ever attempted. In a weekly series of sixty- and ninety-minute Specials, the entertainment world's foremost stars bring you major events in drama, music, comedy and



DRESS UP TO STAY HOME:

ALFRED HITCHCOCK • EDDIE HODGES • CHARLES LAUGHTON
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variety. "The Wonderful World of Entertainment" is the theme of the premiere this Tuesday. An all-star cast embarks on a colorful excursion-in-depth into every phase of American entertainment. Plan to enjoy these Specials, in living color, on the NBC Television Network.

TV's Finest Hour
STARTIME



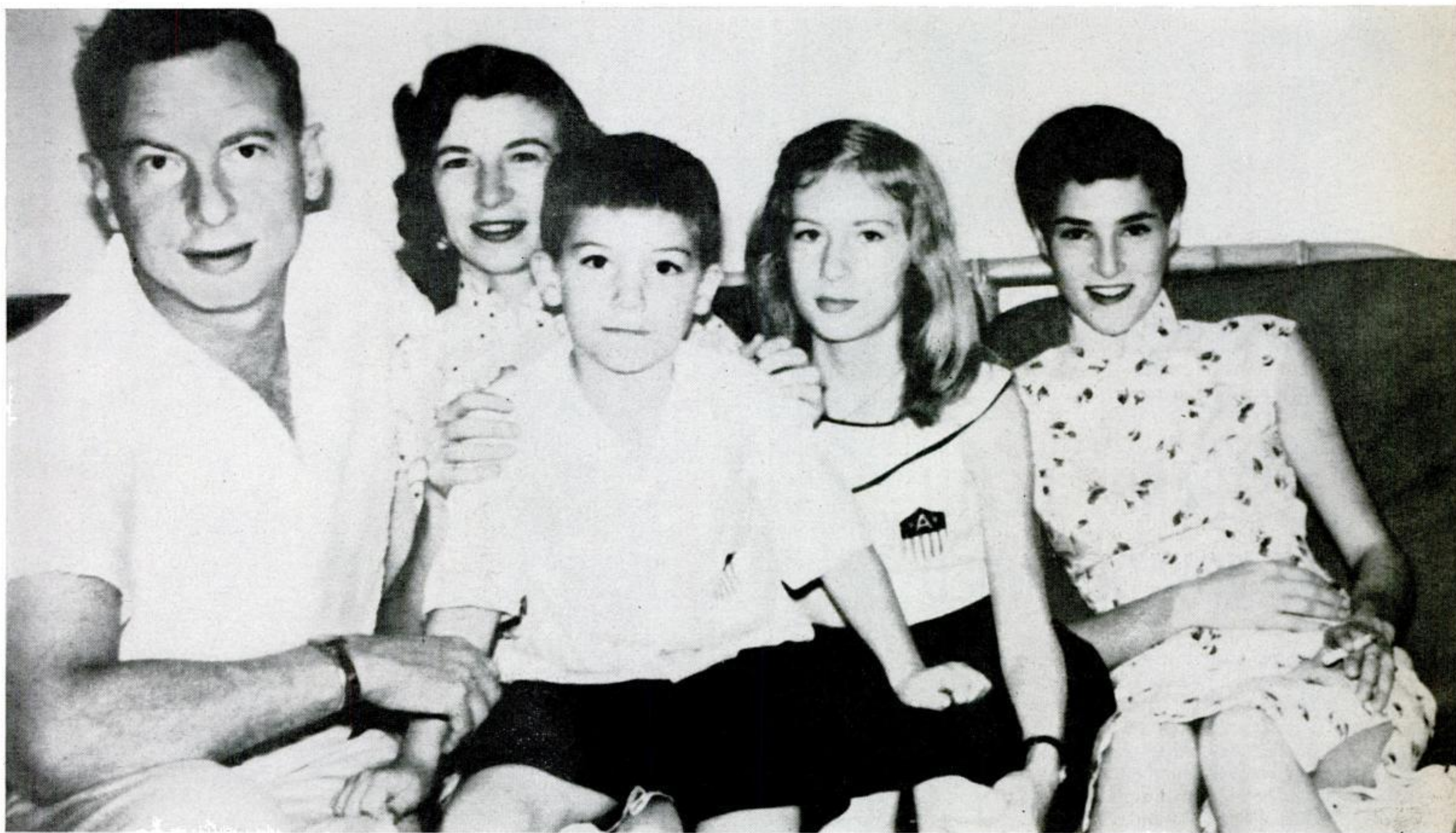
I dreamed I was a medieval maiden in my *maidenform^{*} bra*

The past was never quite *this* perfect! I'm a legendary figure in STAR FLOWER, Maidenform's *newest* work of art! Genius idea: petal-patterned circular-stitched cups, underlined with twin elastic bands (upper band expands for custom fitting cups; lower band expands for comfortable give-and-take).

*REG. U. S. PAT. OFF. ©1959 MAIDENFORM BRASSIERE CO., INC., NEW YORK 16, N. Y.

White cotton broadcloth. A, B and C cups. A collector's item at just 2.50!

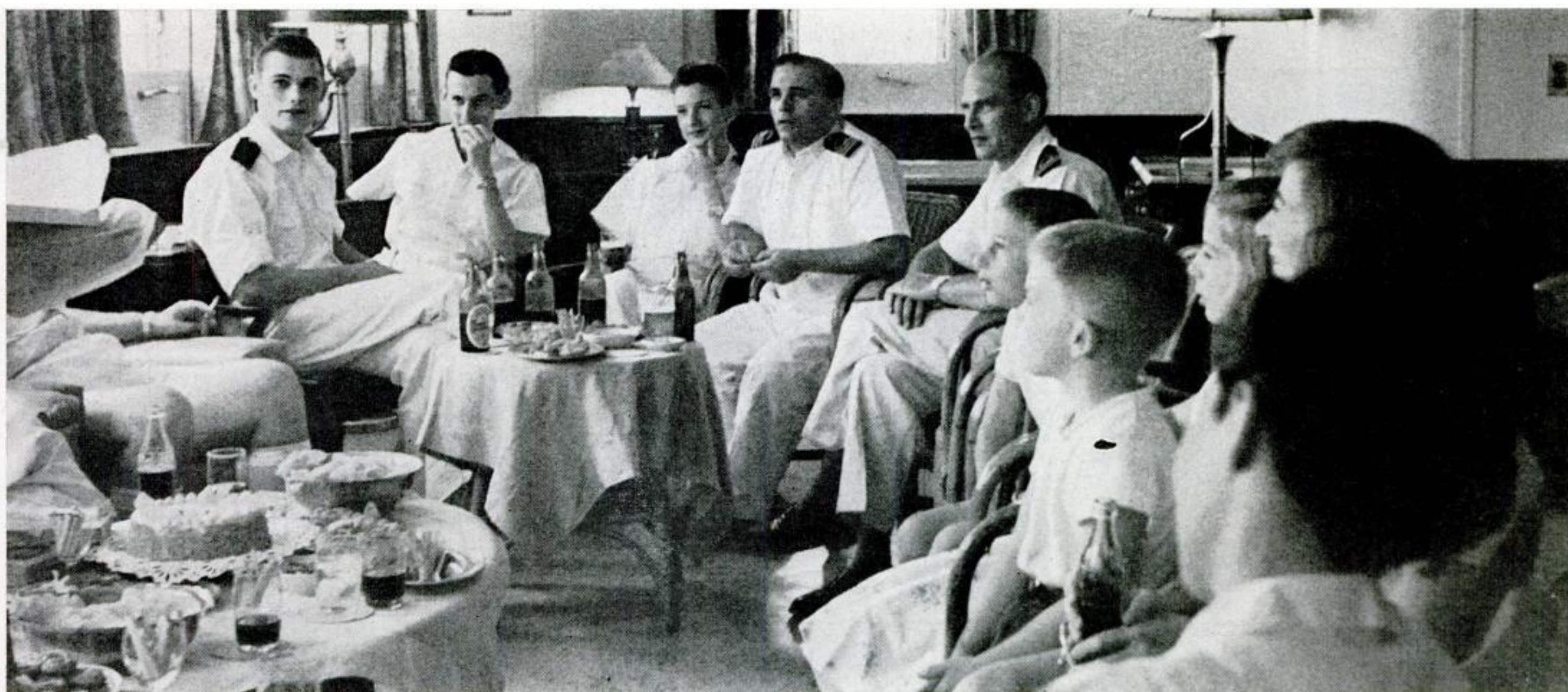
SCHOLAR'S FAMILY AND THE PRETTY SECRETARY...



HAPPY FAMILY SCENE was photographed in Singapore last spring when 9-year-old Lee Spector took this picture of his parents, Professor and Mrs. Stanley Spector, brother Jon, 6, sister Stephanie, 11, and Lynn Kauffman. Pretty Mrs. Kauffman, a 23-year-old divorcee, had been secretary and research assistant to

Professor Spector at Washington University of St. Louis. She had accompanied the Spectors to the Orient to help Professor Spector do research for books he was writing on Malayan politics. A vivacious girl who liked and was liked by the Spector children, Lynn also had a vigorous interest in her Far Eastern studies.

... AND A VOYAGE FROM SINGAPORE TO TRAGEDY



RETURNING TOGETHER, Lynn (right foreground) accompanied Mrs. Spector and children on the long boat trip back from the Orient on the Dutch freighter *Utrecht*, attended an officers' shipboard party with them. Professor Spector had flown home alone. During the 44-day sail from Singapore to Boston, Lynn took

particular delight in speaking Chinese to crew members. She eagerly joined the dozen passengers in ship's social activities. She and Mrs. Spector even volunteered to press uniforms for the crew. On the last night at sea those in this photograph and all aboard the *Utrecht* became involved in a shipboard tragedy.

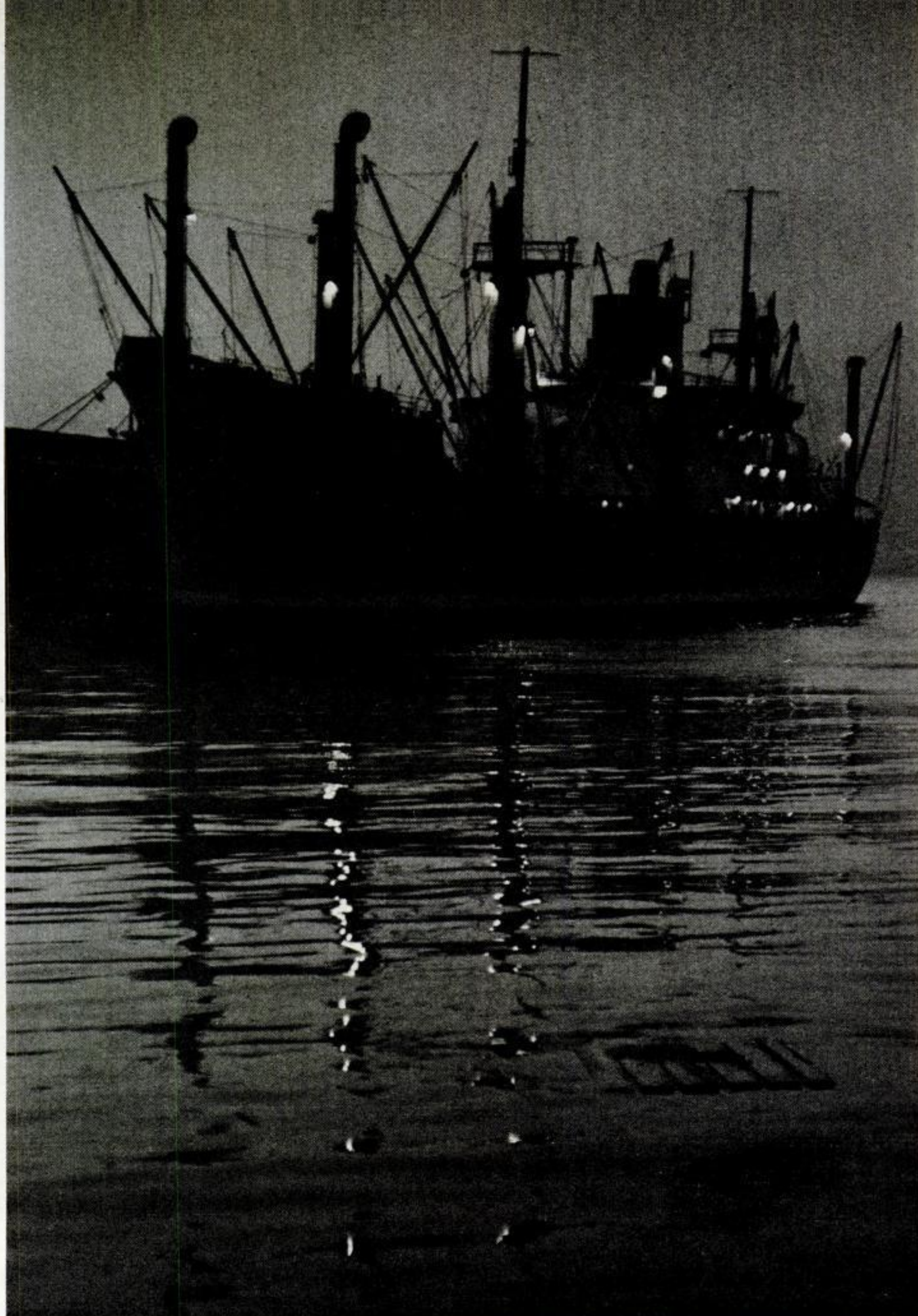


SHIPBOARD PICTURE was taken by Chinese boy the Spectors are sponsoring in U.S. With Lee and Jon Spector are ship's second officer, quartermaster.

A STRANGE DEATH AS VOYAGE ENDED

The trip was nearly over when, on the leg from Boston to New York, the *Utrecht* sent an all-ships message: "Female passenger missing. . . . Please keep sharp lookout." That morning the half-clothed, bruised body of Lynn Kauffman was found on the edge of tiny Spectacle Island, near Boston.

The head of Boston's homicide squad questioned the Spectors, passengers and crew and examined letters, including some said to have been written to Lynn by a married man. He theorized she had jumped overboard after getting "distressing news." But the medical examiner insisted that injuries to her body were the result of a beating. Lynn's friends and the *Utrecht* crew prepared for an inquest which might solve the mystery of how Lynn Kauffman died on the last night out from Singapore.



AFTER FATEFUL RUN, the 11,800-ton *Utrecht* of the Royal Rotterdam Lloyd line is moored at pier. It transported rubber and sugar from the Far East.

MARKING THE SPOT (below) where Lynn's body was found, Boston Harbor Police Captain James J. Crowley places board on edge of Spectacle Island.



LYNN'S LUGGAGE, carrying Spector label, is held for police investigation. The trunk was thought to contain letters that would help explain her death.



CONTINUED

FROM 18 STATES THEY CAME TO PRE-INSPECT THE 1960 BUICKS



These people liked the wider-opening doors and confirmed interior changes, such as greater leg room, deeper-cushioned seats, rich new decor, and unique "Mirromagic" instrument panel.

Many new developments in exterior trim—notably new ventipoint side markings and easily identified Buick series insignia—were approved during this pre-inspection.



Comments from these people months ago helped us "tailor" our new cars more closely to public taste.

Months ago we invited a representative group of car owners from 18 states to inspect the first 1960 Buicks at length. They spoke freely to our designers for hours. And they gave them many fine and worthwhile suggestions. Their comments were recorded and studied. The result? Changes both in interior decor and exterior trim were incorporated in the finished 1960 Buick.

For us, this was an exciting experience. For buyers of the 1960 Buick, we believe it will be an extremely rewarding one.

At preview showings held in 7 cities during the last 30 days, thousands of new car buyers confirmed the usefulness of the earlier consumer panel suggestions. Overall consensus of approval has been high indeed. Their reactions readily justify our calling the 1960 model "Buick's All-Time Best." Here is assurance in advance that a trip to your Buick Dealer on October 8 will be a happy trip indeed.

BUICK MOTOR DIVISION, GENERAL MOTORS CORP.



Thorough approval was expressed for Buick's substantial new styling . . . the new roundly sculptured body lines and lower hood that enables the driver to see more of the road.

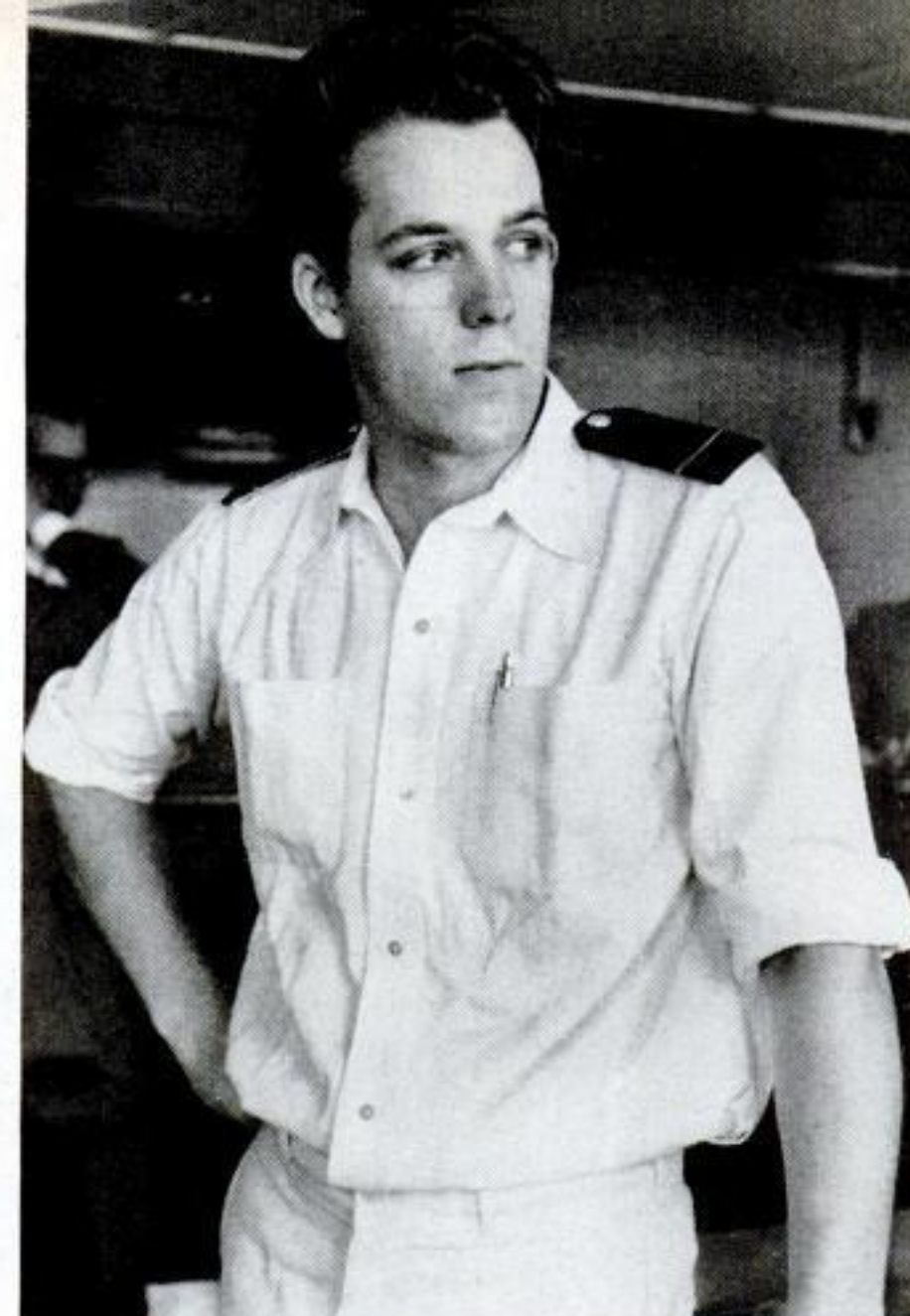
ON DISPLAY OCT. 8 at your Quality Buick Dealer...the Consumer-Approved Buick '60
BUICK'S ALL-TIME BEST

KEY WITNESSES IN THE INVESTIGATION

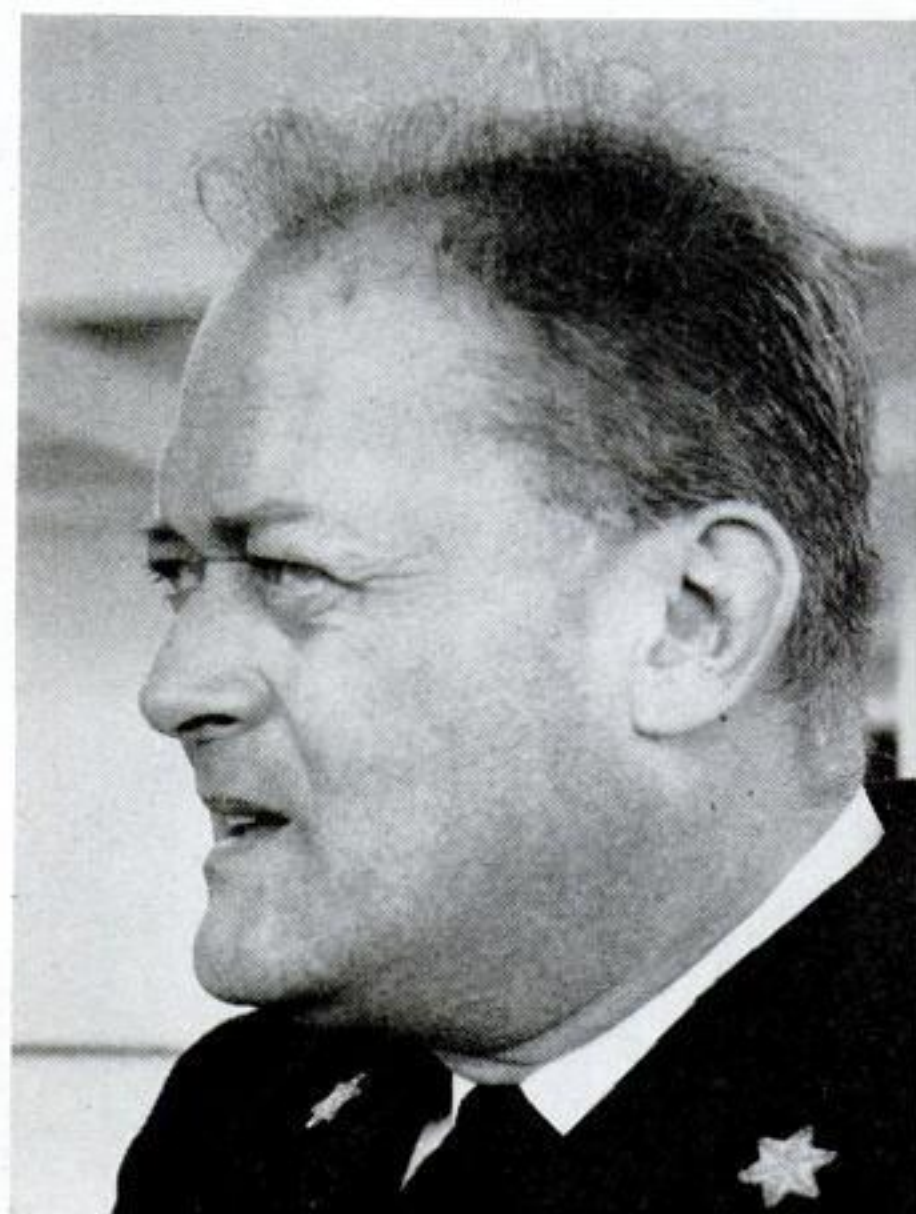


PROFESSOR AND WIFE, the Sectors walk out of Brooklyn police station after all-day questioning.

Mrs. Spector was cooperative. "I've lost my right and left hand," the professor said of Lynn's death.



SECOND STEWARD Lubertus van Dorp talked to Lynn through her cabin door on the night she died.



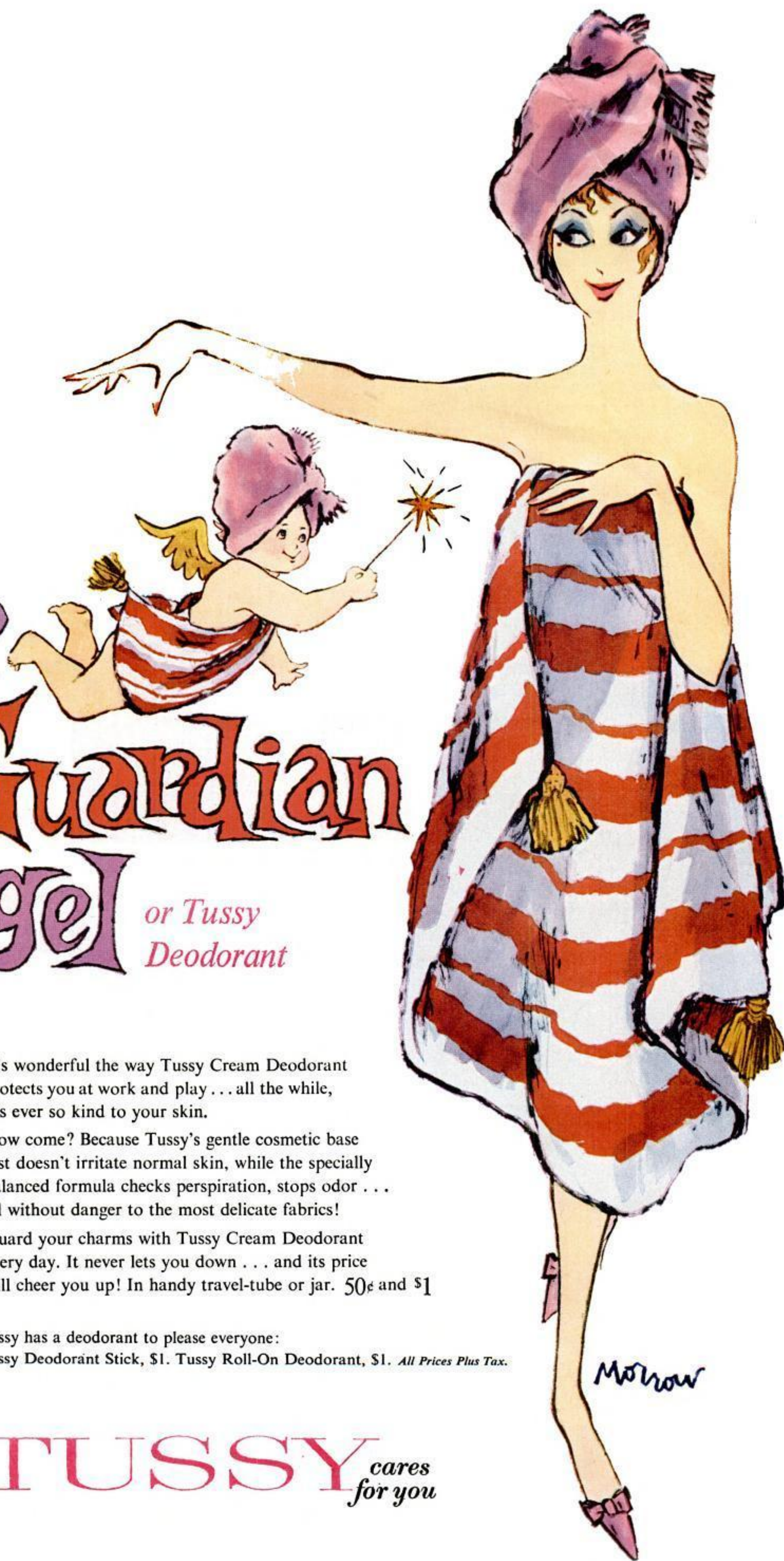
CAPTAIN of the *Utrecht*, A. J. de Bruijn described Lynn as cheerful and attractive, an ideal passenger.



PURSER A. van Oosten went to Lynn's cabin with Mrs. Spector, first discovered that she was missing.

Your Guardian Angel

or Tussy Deodorant



© 1959 TUSSY, 445 PARK AVENUE, NEW YORK

It's wonderful the way Tussy Cream Deodorant protects you at work and play . . . all the while, it's ever so kind to your skin.

How come? Because Tussy's gentle cosmetic base just doesn't irritate normal skin, while the specially balanced formula checks perspiration, stops odor . . . all without danger to the most delicate fabrics!

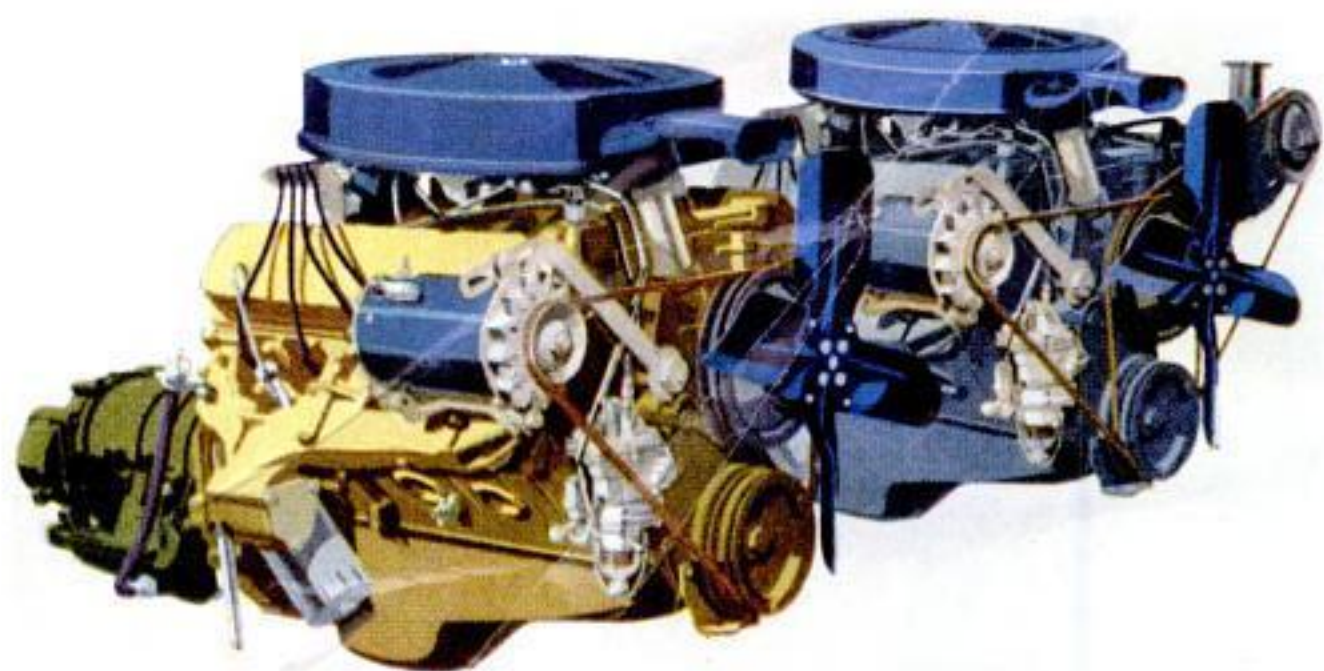
Guard your charms with Tussy Cream Deodorant every day. It never lets you down . . . and its price will cheer you up! In handy travel-tube or jar. 50¢ and \$1

Tussy has a deodorant to please everyone:

Tussy Deodorant Stick, \$1. Tussy Roll-On Deodorant, \$1. *All Prices Plus Tax.*

TUSSY *cares for you*

A NEW BALANCE OF POWER...



NOW! TWO NEW ROCKET ENGINES FOR 1960!

New REGULAR ROCKET Engine—standard on all dollar-saving Dynamic 88 models, brings you Rocket "Go" on lower-cost, regular gasoline. Thrifty Econ-O-Way carburetion and Expressway Axle mean more miles per dollar. This is the Rocket that's extra easy on your pocket!

→ **New PREMIUM ROCKET Engine**—spirited, super performance for all Super 88 and Ninety-Eight models. Designed for maximum action from premium fuel. Features Multi-Jet carburetion. Compression ratio: 9.75 to 1; 315 horsepower.

Jetaway Hydra-Matic Drive is standard equipment on Ninety-Eight models—optional on Dynamic 88 and Super 88 Series.



SUPER 88 HOLIDAY SCENICOUPE

1 9 6 0 O L D

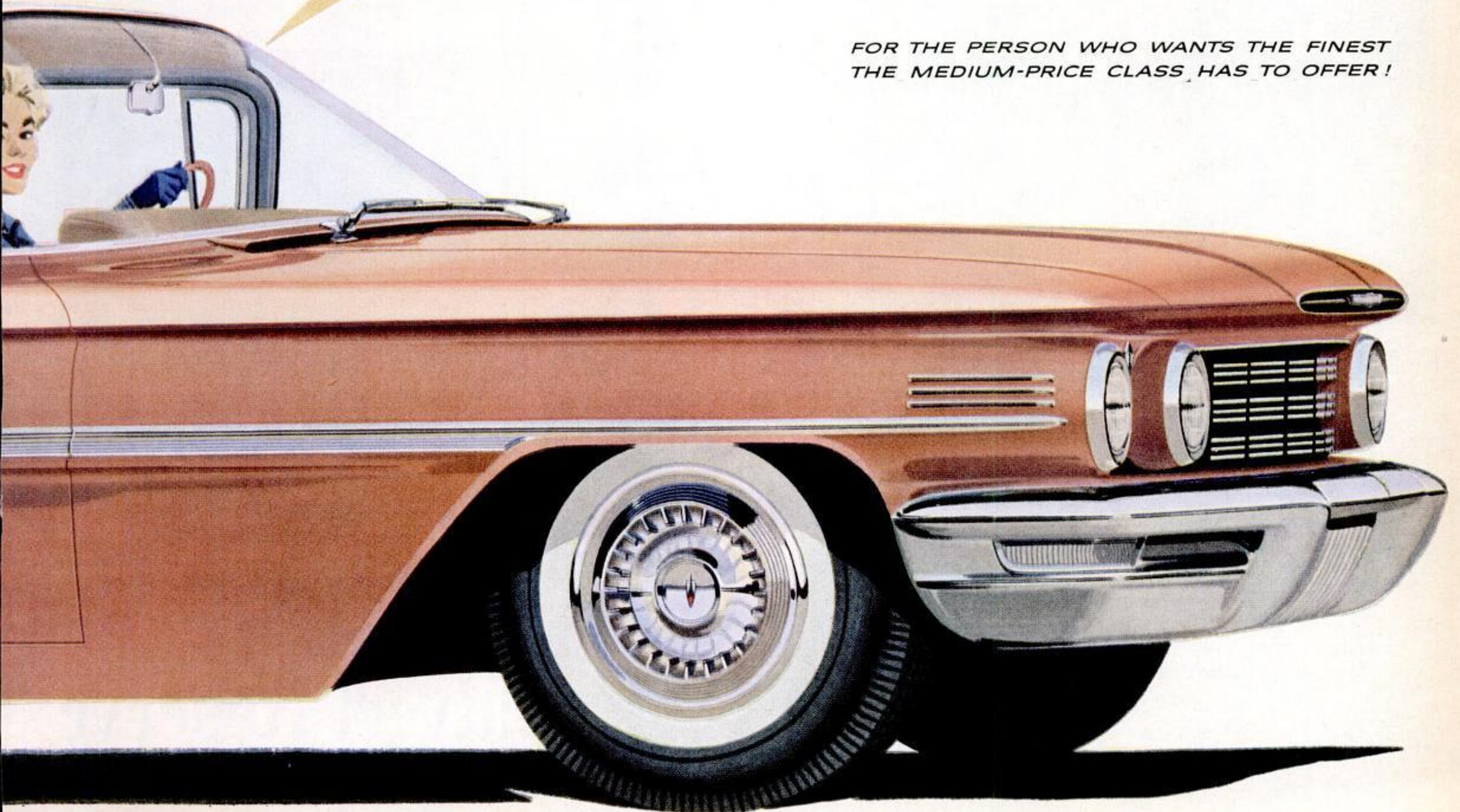


NINETY-EIGHT HOLIDAY SPORTSEDAN



DYNAMIC 88 CELEBRITY SEDAN

S M O B I L E



FOR THE PERSON WHO WANTS THE FINEST
THE MEDIUM-PRICE CLASS HAS TO OFFER!



FROM THE STRENGTH AND FLAVOR OF MANY RARE SPIRITS

CALVERT BLENDS ITS

power to please

No single whiskey has the Power to Please of the Calvert blend. The Hand of Skill combines as many as twenty-nine individual whiskeys to achieve Calvert Reserve. And to complete the masterpiece, the most highly-refined grain neutral spirits known to the whiskey-man are blended in for smoothness. The result? Calvert Reserve's full strength and easy-going taste!

Calvert Reserve
Only the Hand of Skill can blend it!



LEAVING A ROUGH WAKE IN THE MURKY COLORADO, BILL COOPER'S LEAD BOAT CHURNS THROUGH CALM STRETCH ON ITS WAY TO TREACHEROUS LAVA FALLS

WILD FIGHT WITH A RIVER

Adventurous men in small boats brave the fierce Colorado to a thrilling climax

Like Mount Everest, the Colorado River is an irresistible challenge to adventurers. Coiling like a red snake through the parched deserts and the mile-high canyons of the rough West, it has lured hundreds of boatmen to try to run its treacherous course. Few have succeeded and many have died trying. For the Colorado's hazards are limitless, its challenge unparalleled among rivers.

The latest in a long line of hardy men to fight the river is a 30-year-old Californian named Bill Cooper. To make it even harder Cooper decided to go upstream instead of down. Using two 18-foot plywood and fiber-glass hulls especially designed for the rapids, each

powered by two 70-hp outboard motors, Cooper and five companions set off this summer from Lake Mead. Two weeks later they had eaten up 170 miles of water, mangling 17 propellers in the process, but they had managed to run dozens of rapids without capsizing.

But their greatest obstacle still lay ahead. It was Lava Falls, called the "widow maker," a fierce tunnel of white water studded with hidden boulders and deep holes. While one boat stayed behind, Cooper and a single partner revved up their motors and ground right into the roiling 12-foot-high waves. On the following pages LIFE presents an exciting look at the finale to this bold adventure.

CONTINUED

Now! No matter what you wash and wear ... you'll feel like a queen!

EVERY 1960 FRIGIDAIRE 3-RING AGITATOR WASHER BATHES DEEP DIRT OUT WITHOUT BEATING !



Nylon Peignoir by Eye-ful Lingerie

Nobody but Frigidaire brings you this special "Clothes Bath" Care in models for every budget!

No blades to tangle, stretch or catch! This patented 3-Ring Agitator pumps up and down, never yanks clothes around. Every fabric load receives the same rub-free, hand-gentle wash action!

Safe underwater bleaching! Now a handy bleach dispenser makes it a breeze to bleach clothes safely, automatically . . . without "burns." Just pour in bleach, let the washer do the rest.

Wash-and-wear care for laciest nylon or hardest denim. Every Frigidaire Washer gives you a special cycle to protect synthetics against wrinkles. Saves hand washing.

Automatic Lint Removal. No devices to clean. The special Lint Chaser Ring floats lint and scum away automatically through exits in the tub. See the model to fit your budget.

New Touch-Bar Selector on Frigidaire top-of-the-line Custom Imperial Washer WCI-60 shown . . . pre-sets correct water temperatures, wash and spin speeds for any fabric.

- New! Setting for wash-and-wear cottons!
- New! All-automatic "soak" cycle!
- Automatic cold water wash and rinse.
- Choice of 5 Rainbow Colors or White.
- Award-winning Sheer Look Design.
- Also Suds-saver Models. Matching Dryers.



Rated No. 1 for all-around performance on 10 major points by U. S. Testing Co., Inc. In controlled laboratory tests of 6 leading automatic washers! (Report No. 57745, dated May 21, 1959.)



FRIGIDAIRE



Product of
General Motors

ADVANCED APPLIANCES
DESIGNED WITH YOU IN MIND

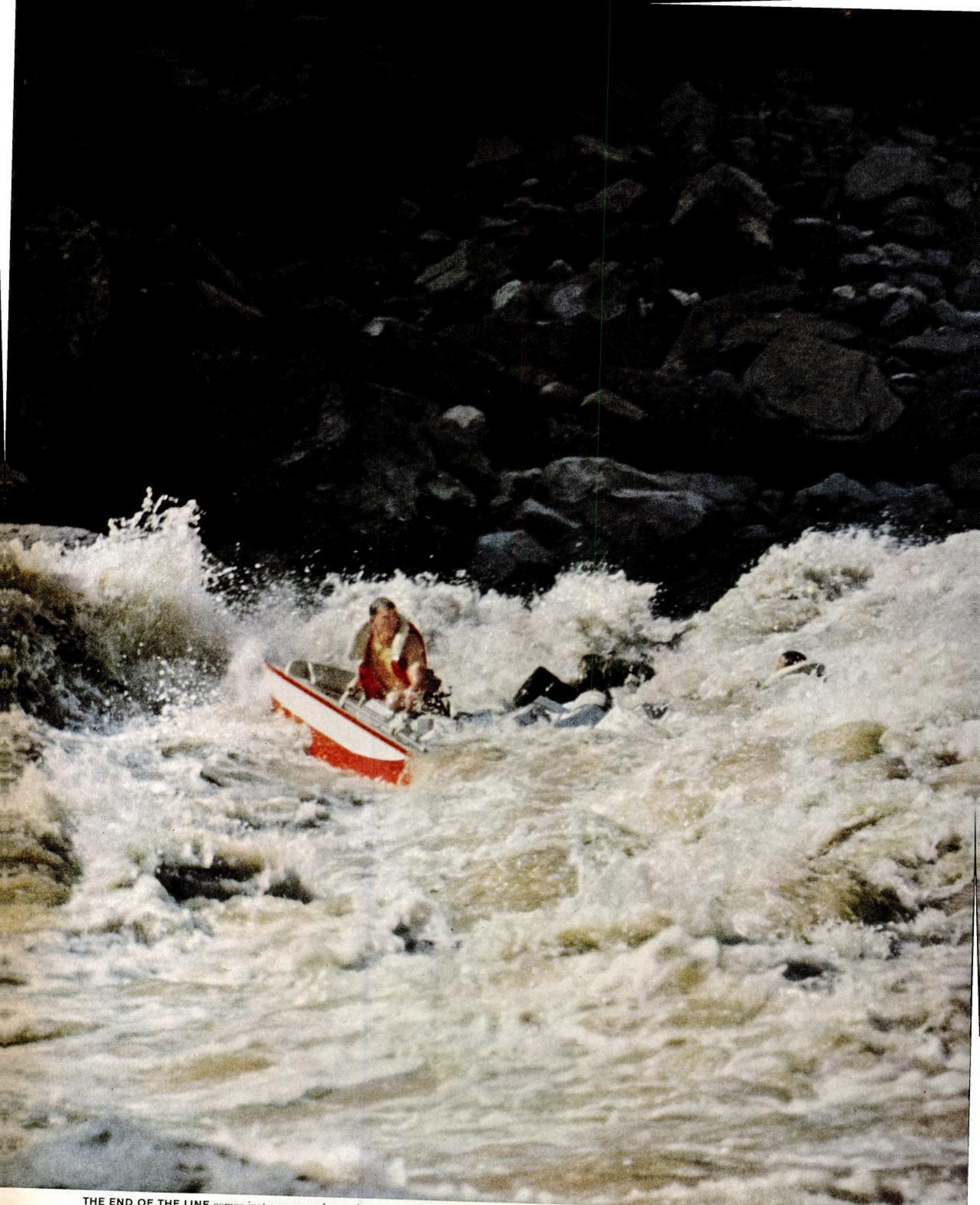




FIGHTING LAVA FALLS, Cooper (*left*) and his companion, Chuck Fester, inch forward against hurtling 30-mph rapids. At this point both motors are wound

up to 7,000 rpms, but the fierce turbulence is continually knocking the props out of water and destroying their bite. For what happens next, turn the page.

CONTINUED

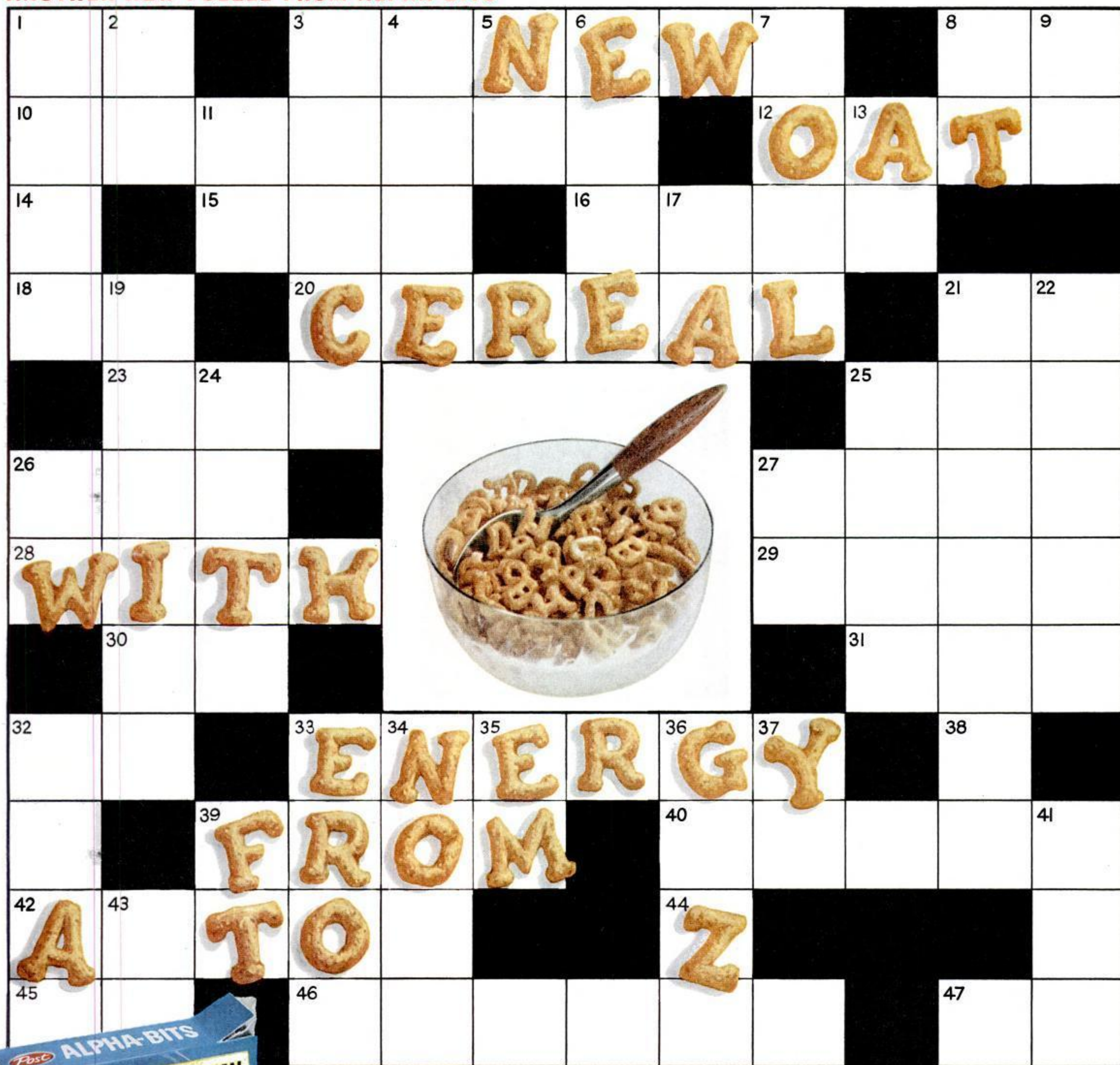


THE END OF THE LINE comes just a moment later when, caught on a lashing tongue of water, the boat goes completely out of control, noses over and dives

headfirst into a boiling 15-foot-deep hole. When it finally surfaces, Cooper is clinging to the gunwales. But Fester (*right*) has lost his grip and is being swept away.

CONTINUED

ANOTHER NEW PUZZLE FROM ALPHA-BITS



ACROSS

1. Compass point.
3. Tendons.
8. Verb hidden in mist.
10. One who removes spots.
12. What Alpha-Bits are made of.
14. Energy from - to Z.
15. Pull.
16. Spring flower.
18. Railroad (Abbr.).
20. New oat ----- with energy from A to Z.

21. Addition to a letter.
23. "Honest ---."
25. Form of "to be."
26. School-parent organization.
27. Shakespeare's river.
28. New oat cereal ---- energy from A to Z.
29. Goes with Alpha.
30. Bone.
31. A-B-C --- -licious.
32. Nursing degree.
33. ----- from A to Z.
38. First person singular.
39. Energy ---- A to Z.

40. Amid.
42. Lady singers.
44. Energy from A to -.
45. Perform.
46. Works for.
47. Before noon.

DOWN

1. Mark of an injury.
2. Mode of transportation in the city.
3. Dressing for foods.
4. Prize-winning American playwright.

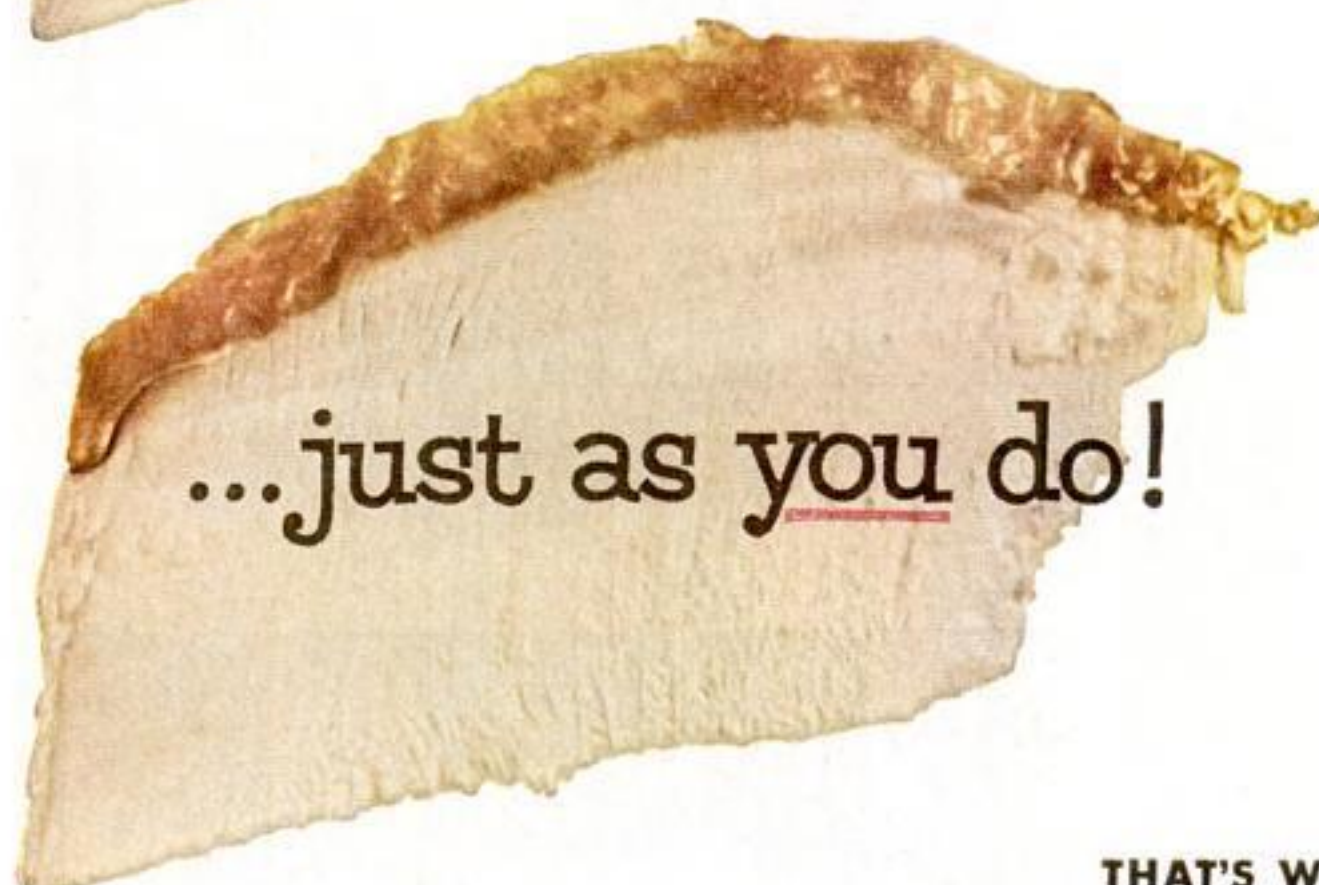
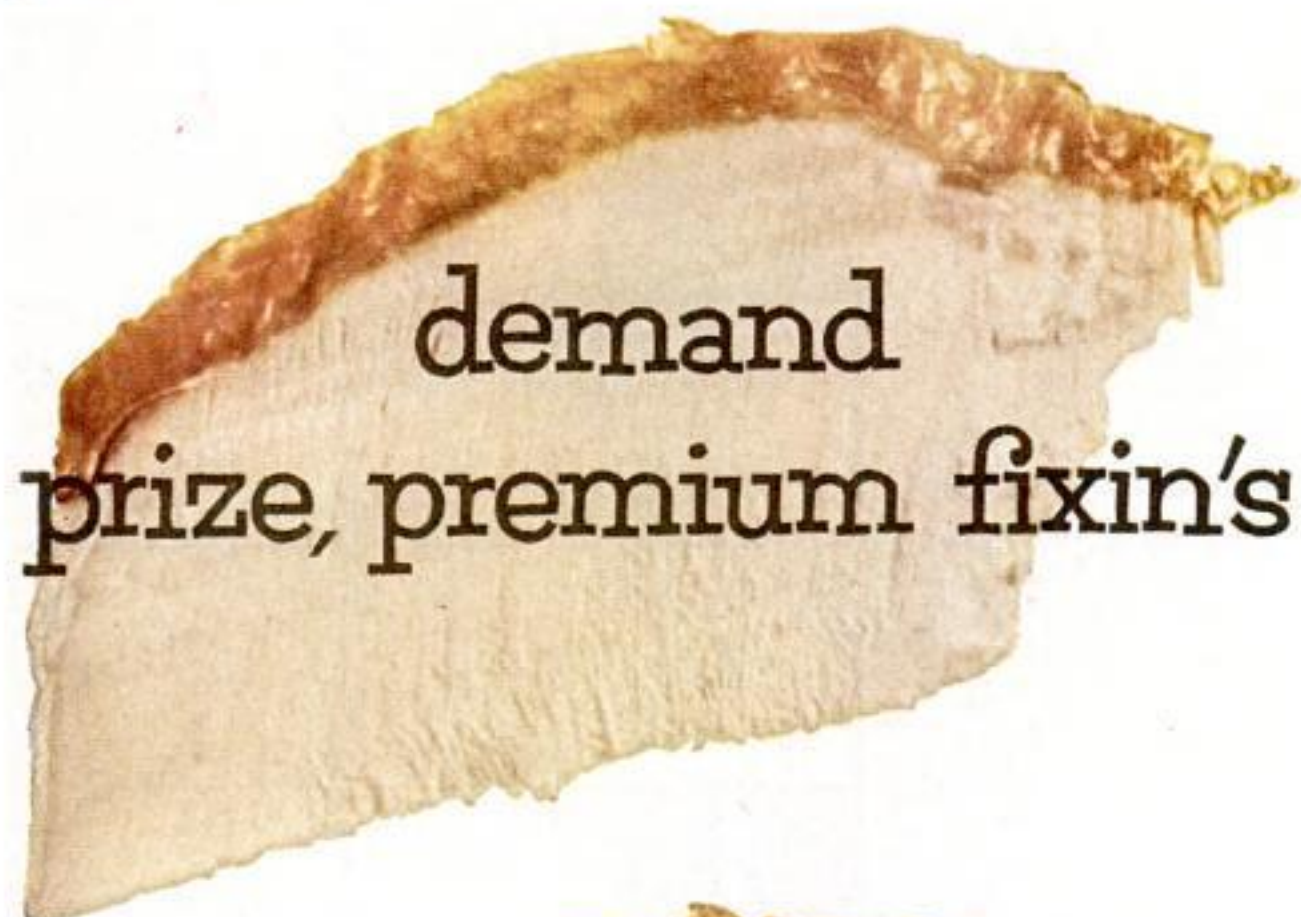
5. Chemical symbol for neon.
6. One of the Great Lakes.
7. Earth.
8. Neuter pronoun.
9. Part of a ship's name.
11. And (Latin).
13. To the same extent.
17. Egyptian sun god.
19. Allotted portion.
21. What Alpha-Bits are rich in.
22. Sensation.

24. Used by baseball players.
25. Very eager.
26. Prisoner of war (Abbr.).
27. -- C Dee-licious.
32. Peruse a book.
33. Greek god of love.
34. Middle of face.
35. Printer's measure.
36. Stare.
37. Where the boys gather.
39. Fort (Abbr.).
41. Jewel.
43. -- and behold!



All Post cereals happen to be just a little bit better!

ANSWERS ON PAGE 162



THAT'S WHY
MORTON FROZEN
TURKEY
DINNERS
TASTE JUST LIKE
YOURS DO!

Thick, juicy slices of turkey cooked to a tender turn . . . heaped high over a moist and savory dressing . . . with "Old Kentucky" giblet gravy over all. Buttered peas and whipped potatoes round it out . . . make Morton "Old Kentucky Recipe" Turkey Dinners superb. Why not tonight? Just heat and serve them proudly! Try all six wonderful Morton "Old Kentucky Recipe" Dinners . . . in your grocer's freezer now!

Morton



TURKEY DINNER

RIVER FIGHT CONTINUED



HAPPY TO BE ALIVE, Cooper (left) and Fester fight their way through the choppy water towards their friends on second boat a mile below Lava Falls.

'THE DEEPEST HOLE I EVER SAW...'

"It was as if a giant hand had driven us to the bottom of the river," Bill Cooper said afterwards, trying to recapture the fateful moment. "Chuck and I had been pretty confident we could make it. Then we got to that last wave and all of a sudden I was looking down the biggest, deepest darn hole I ever saw in my life. We went 15 feet under at least and I came back up with the boat but, boy, was I ripping at that safety belt. I got free and a moment later the boat whipped over and started down the river. I tried to yell to Chuck to watch that he didn't get crushed between the boat and the rocks and somehow he got out of the way. Then I just tried to keep my head above water because even with the life jacket on, the water kept pulling me completely under."

Swept a mile downstream, Cooper and Fester finally reached quieter water and were picked up. Eight hours later they recovered the boat 10 miles farther down the river. Even though badly battered, the boat was still usable.

Although the run at Lava Falls had ended in failure, Cooper is already making plans for another larger-scale assault next year. "The way to do it," he says, "is to nose over that last wave at a slight angle, so the water doesn't hit the bow straight and drive it down. After Lava Falls, the rest of the river isn't a breeze, but it'll seem like one."



SWAMPED MOTORS bob above stern as submerged boat is finally recovered 10 miles downstream. It took four hours to beach and bail out the boat.

CONTINUED



GABLE ACTS HIS AGE ... AND BECOMES THE NEW RAGE!

THE GREAT LOVER BECOMES TODAY'S GREAT COMEDY STAR!

Yes, Gable's back—in a new kind of role—and Carroll "Baby Doll" Baker's got him . . . almost! Lilli Palmer's along too, playing a smart gal with a very modern slant on that very old boy-girl game . . . while Lee J. Cobb adds hilariously cynical wisecracks—he figures sex strictly for the young and foolish. Newcomer Barry Coe "gets the girl" but man—what he's gotta go through! All this—plus once-in-a-blue-moon dialogue makes "But Not For Me"

THE COMEDY-ROMANCE WITH THE ACCENT ON "YOUTH"!

PARAMOUNT PICTURES PRESENTS

CLARK GABLE CARROLL BAKER
LILLI PALMER LEE J. COBB

in the Perlberg-Seaton production of

"BUT NOT FOR ME"

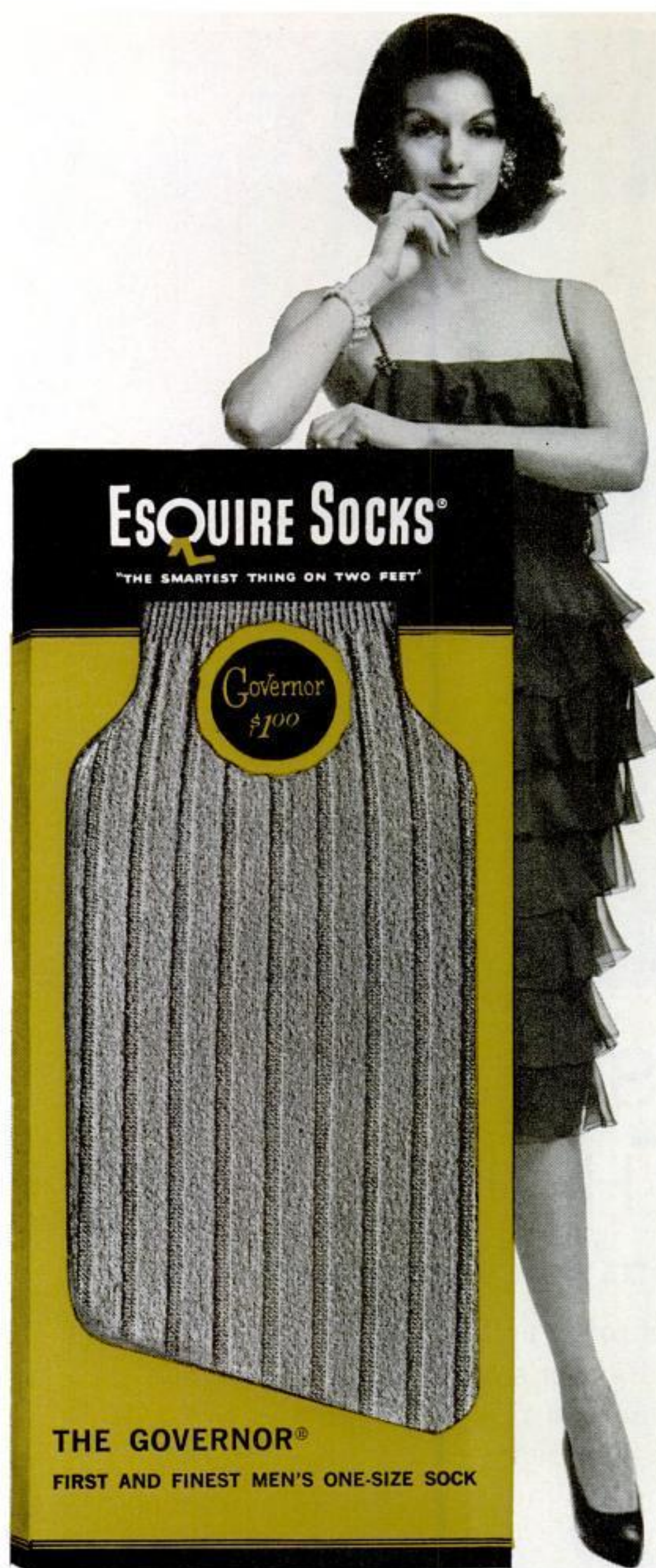
but definitely for you!



Also starring **BARRY COE** with THOMAS GOMEZ • Produced by WILLIAM PERLBERG and GEORGE SEATON • Directed by WALTER LANG • Screenplay by JOHN MICHAEL HAYES • Based on a Play by SAMSON RAPHAELSON



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RIVER FIGHT CONTINUED



HONOLULU DENTIST Jim Beardmore, 40, was oldest man on trip. Also along was Photographer Larry Schiller who took these pictures.



RACING DRIVER Jim Pfluger, 30, who is also an automobile salesman and a real estate investor in Hawaii, was the captain of the No. 2 boat.



LIFTING HER NOSE, Cooper's number two boat knives through rough canyon water with throttles wide open. It did not try to go through Lava Falls.

Show sparkling pictures 4 feet wide—with 35mm

Kodak color slides!



This is a Kodak color slide. Only two inches square . . . yet it gives you a life-size, lifelike picture on your screen!



**NOW...color pictures as brilliant as Autumn
and big-as-life! Look how easily you get them!**

What a show! Dazzling, lifelike color. *And big*—ten times as big as this page!

With Kodak color slides, everyone enjoys the pictures *together*. "Look at Joan and Jimmy!" "Wow! The color of those leaves!"

You'll be surprised that pictures so big and exciting can cost so little. Fact is, Kodak color slides cost only pennies more

than ordinary black-and-white snapshots!

You take them on world-famous Kodachrome Film—with any good 35mm camera. Shown here is the Kodak Pony II. It's as quick and sure as your Brownie Camera. Costs only \$29.50, or as little as \$3 down. See your Kodak dealer—before this weekend.

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See Kodak's "The Adventures of Ozzie and Harriet" and "The Ed Sullivan Show"

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of colorful Hi-Fi Eyeshadow.*

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*The lush, silken beauty
of automatic Mascara Wand.*

Lavish your lashes with waterproof color! Never beads or smudges. From top to bottom—BLUE, BLACK, BLUE-GREEN, JET GRAY, BROWNISH-BLACK, GREEN, BROWN, LAVENDER.—\$1.50* Refills—\$1.00*



*The deft, dramatic touch
of automatic Eye Pencil.*

Accent your eyes and brows with a touch of color! Fully automatic, refillable with built-in sharpener. From top to bottom—BROWN, GRAY, BLACK, TRUE GREEN, LIGHT BROWN, TRUE BLUE, AUBURN.—\$1.50* Refills—50¢*



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*The new fashion for eyes!
Hi-Fi Fluid Eye-Liner.*

One swift, sure stroke of Hi-Fi Fluid Eye-Liner and your eyes look bigger, brighter, more brilliant. Smearproof, waterproof, longer-lasting, and so easy to use. Never flakes—\$1.50*
Sable brush—\$1.25

*PLUS TAX

Budweiser®

Where there's Life...there's Bud®

WHOA! Next time you're buying beer,
stop a minute and think of this:
Budweiser must be pretty proud
of its ingredients to print
them right on the label.



FALLING AWAY FROM THE B-52 WHICH TOOK IT ALOFT UNDER ITS WING (TOP), X-15 ROCKETS OFF ON ITS OWN AS ITS POWERFUL TWIN ENGINES START UP

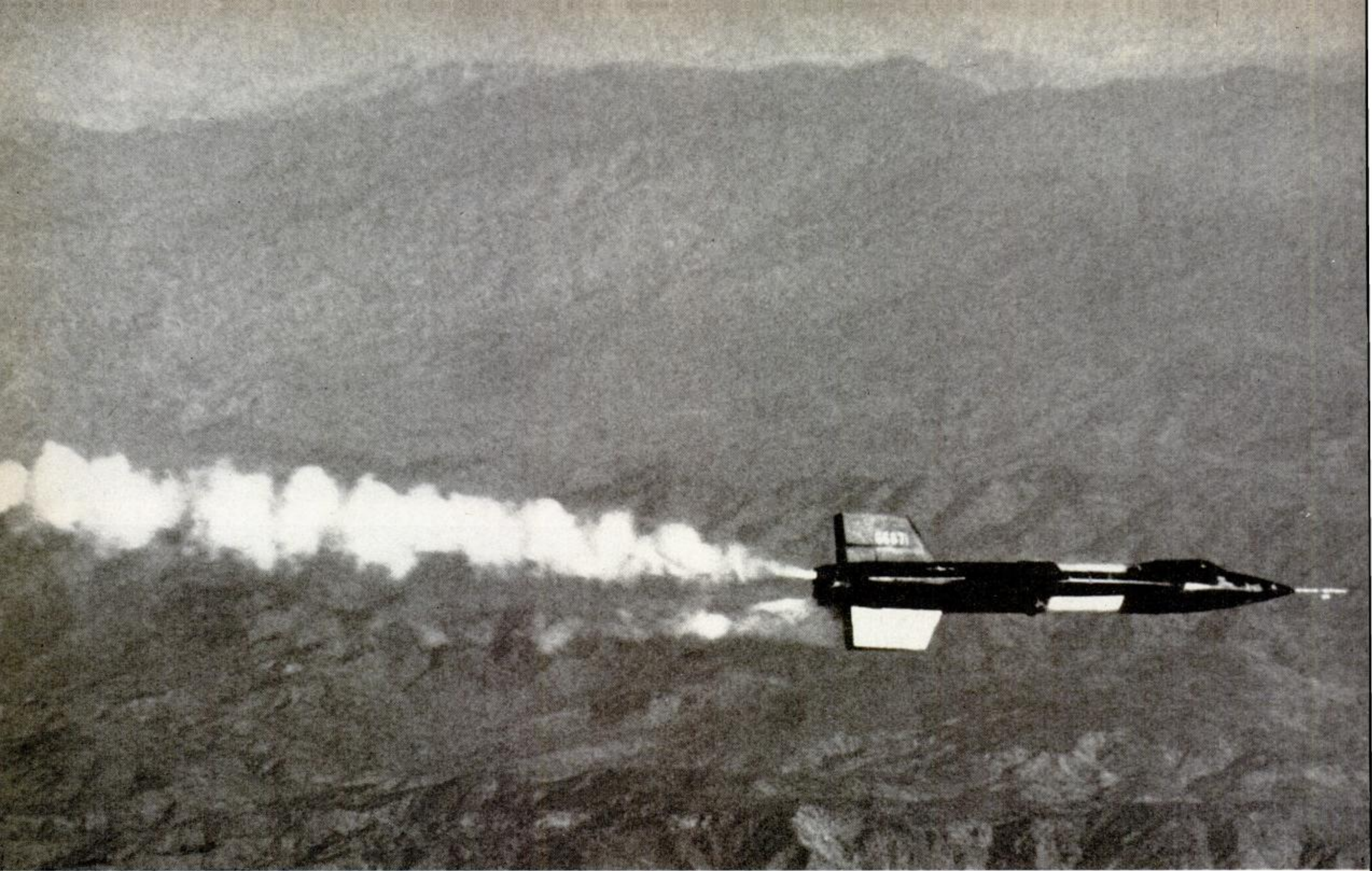
'HE'S GOT A LIGHT!'—X-15 FLIES ALONE

It was an important day for the X-15, the U.S. rocket plane which is designed to take man into the lower reaches of space. Shaped like a missile, but carrying a man in its tiny cockpit, the X-15 had seven times before been shackled under the wing of a huge B-52 jet bomber and carried aloft to test its design. On one of these flights it had been released and glided back to earth without fuel. Now, on this trip, it was to fly for the first time under its own power.

The B-52 carried it up to 38,000 feet above Edwards Air Force Base in California, then cut it loose. The X-15 dropped. "He's got a light!" shouted a fighter pilot who flew nearby to observe the X-15. Vapor

poured from the plane's tail and showed that the engines had caught on. "I'm heading uphill at 33,000," Pilot Scott Crossfield radioed. For three eventful minutes, which is all it took for the X-15 to gulp up its 18,000 pounds of fuel, Crossfield put it through its paces, tested its controls, took it up to 50,000 feet and leveled off at a top speed of 1,400 mph. Then, coming in on a 100-mile arc, he glided to a perfect landing.

The X-15 performed so well that its engineers are confident it will have no trouble making its maximum planned altitude (100 miles) and speed (4,000 mph) on future flights. In fact, its chief engineer (*p. 76*) is already working on plans to make it go even higher and faster than that.



GENERAL ELECTRIC



**Beats...whips...
mixes drinks!**

The new **General Electric Portable Mixer** weighs *less than 3 pounds*, yet has enough power to mix the heaviest cake batters or whip up mountains of whipped cream and light frostings! Does any mixing job, anytime.

So convenient too—just take it to the food to be mixed, on table, range or counter. After use, it sits on its heel like an iron. Comes in turquoise, pink, yellow, white.



EXTRA!

FREE DRINK MIXER

Whips up delicious malteds, frozen juices, fancy party drinks by the glass or pitcher-full—in a jiffy!

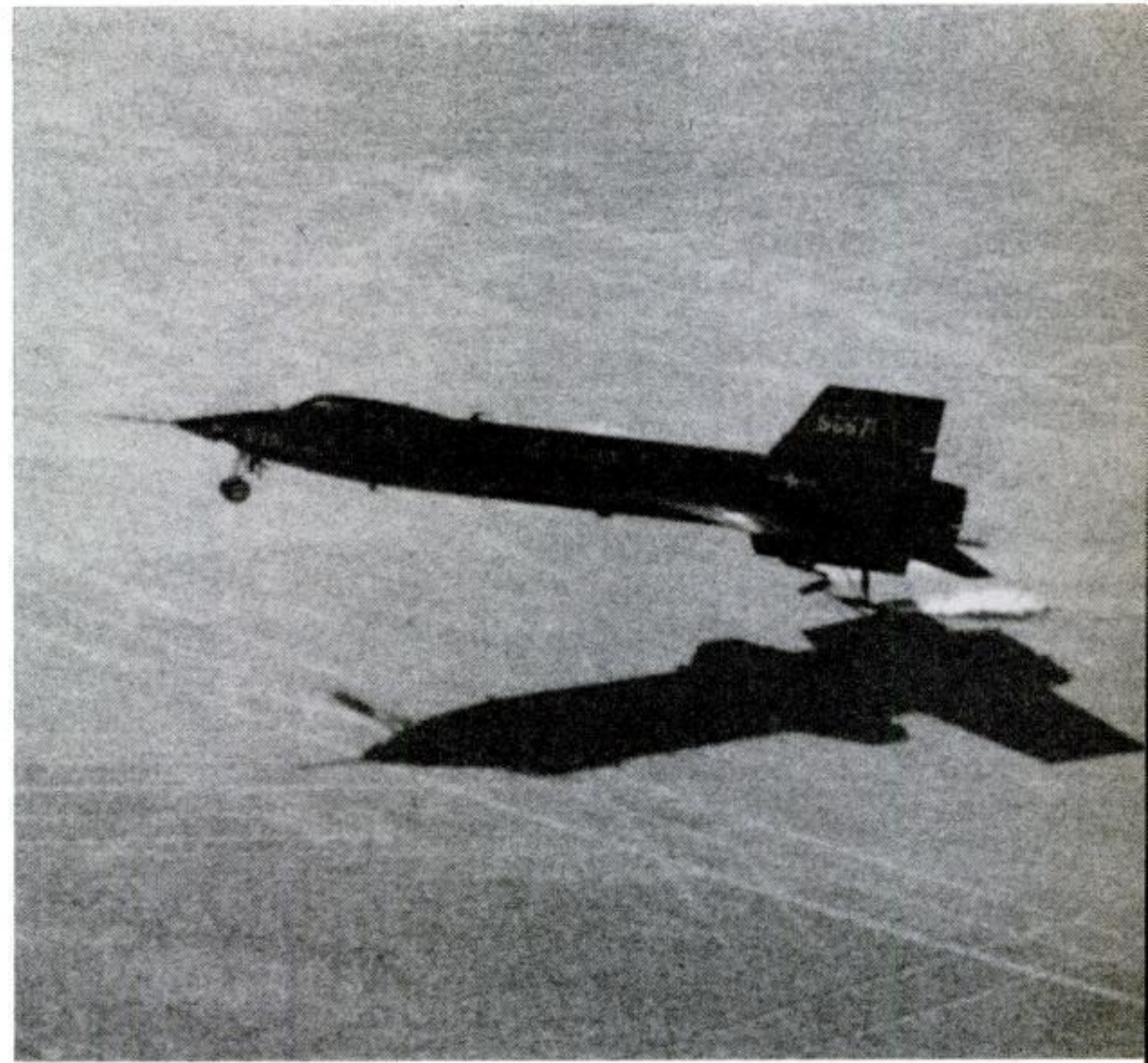


EXTRA!

PUSHBUTTON BEATER EJECTER

Releases both beaters at a touch for easy washing. Cord is removable—mixer hangs on your wall!

General Electric Company, Portable Appliance Department, Bridgeport 2, Conn.

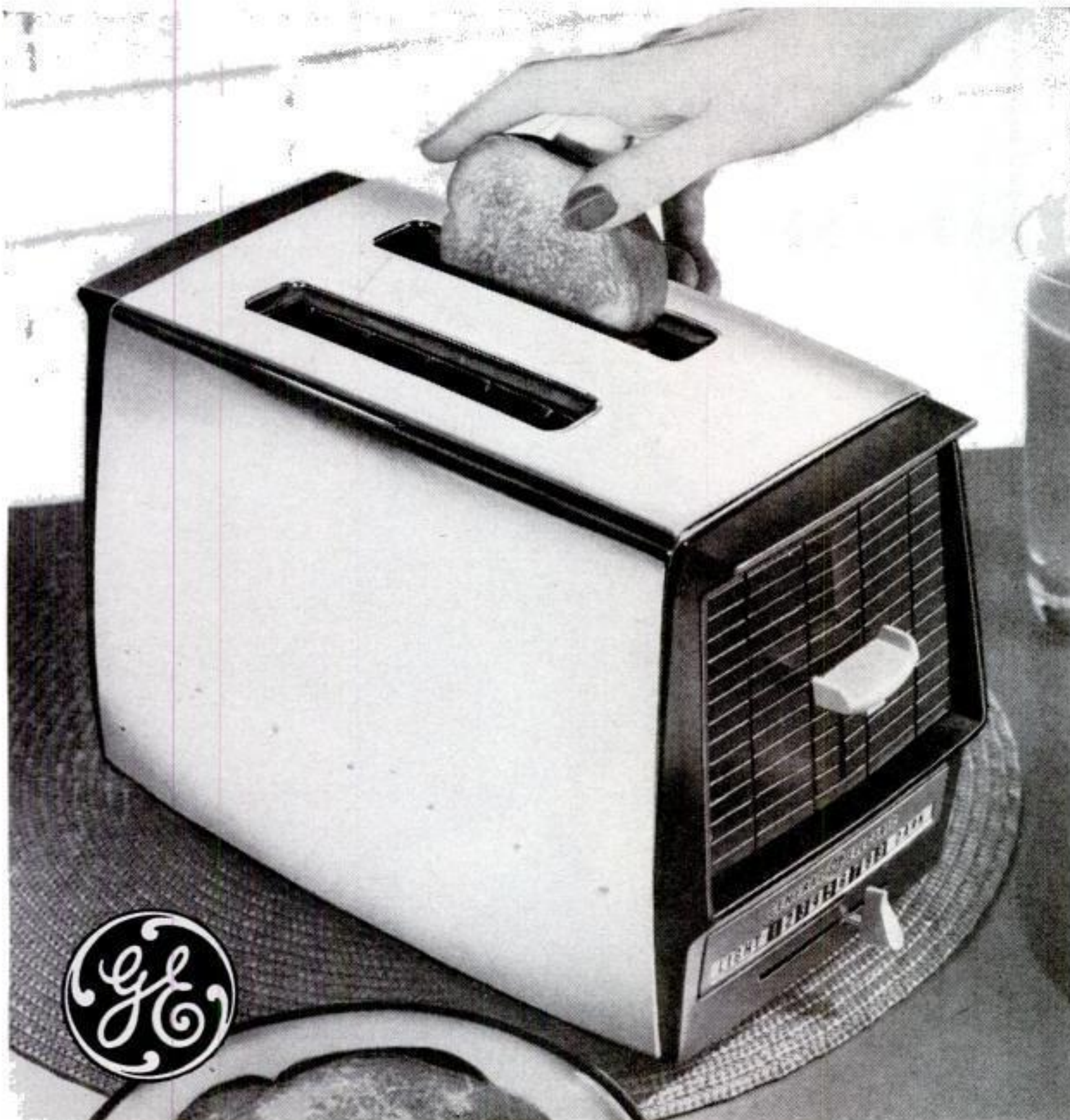


TAIL-FIRST LANDING is made on dry lake bed at Edwards Air Force Base in California. After plopping down onto nose wheels, plane skidded for over a mile.

← **UNDER FULL POWER**, X-15 streaks over Mojave desert. White bands around center of its fuselage are frost collected around the plane's liquid oxygen tank.

CONTINUED

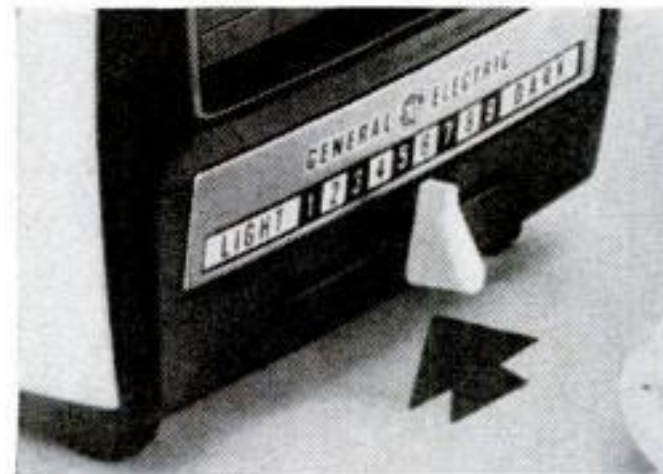
GIVES YOU THE EXTRAS!



The toaster that makes 9 shades of toast!

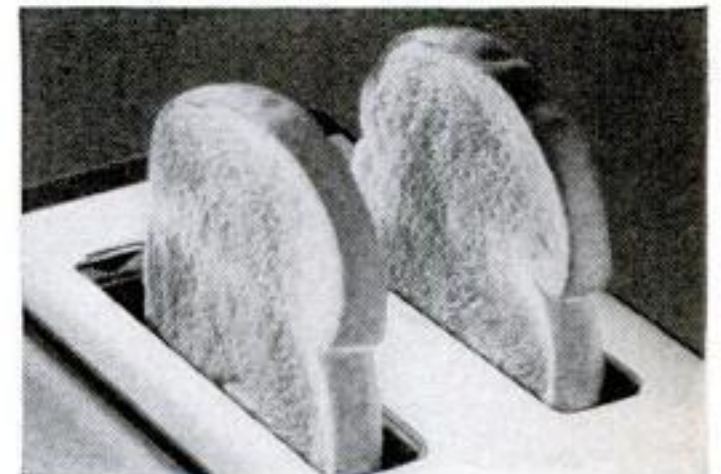
Here's a **General Electric Toaster** to satisfy even the most finicky toast-lover! It has a 9-position browning control that makes toast exactly to the shade you prefer, from pale golden to dark-dark, slice after slice!

See the General Electric T92 Toaster and M37 Portable Mixer at your dealer's. They make perfect gifts too!



EXTRA! 9-POSITION BROWNING CONTROL

Lets you select at a touch the exact shade of toast you prefer! Easy-to-read settings, easy-to-use selector.



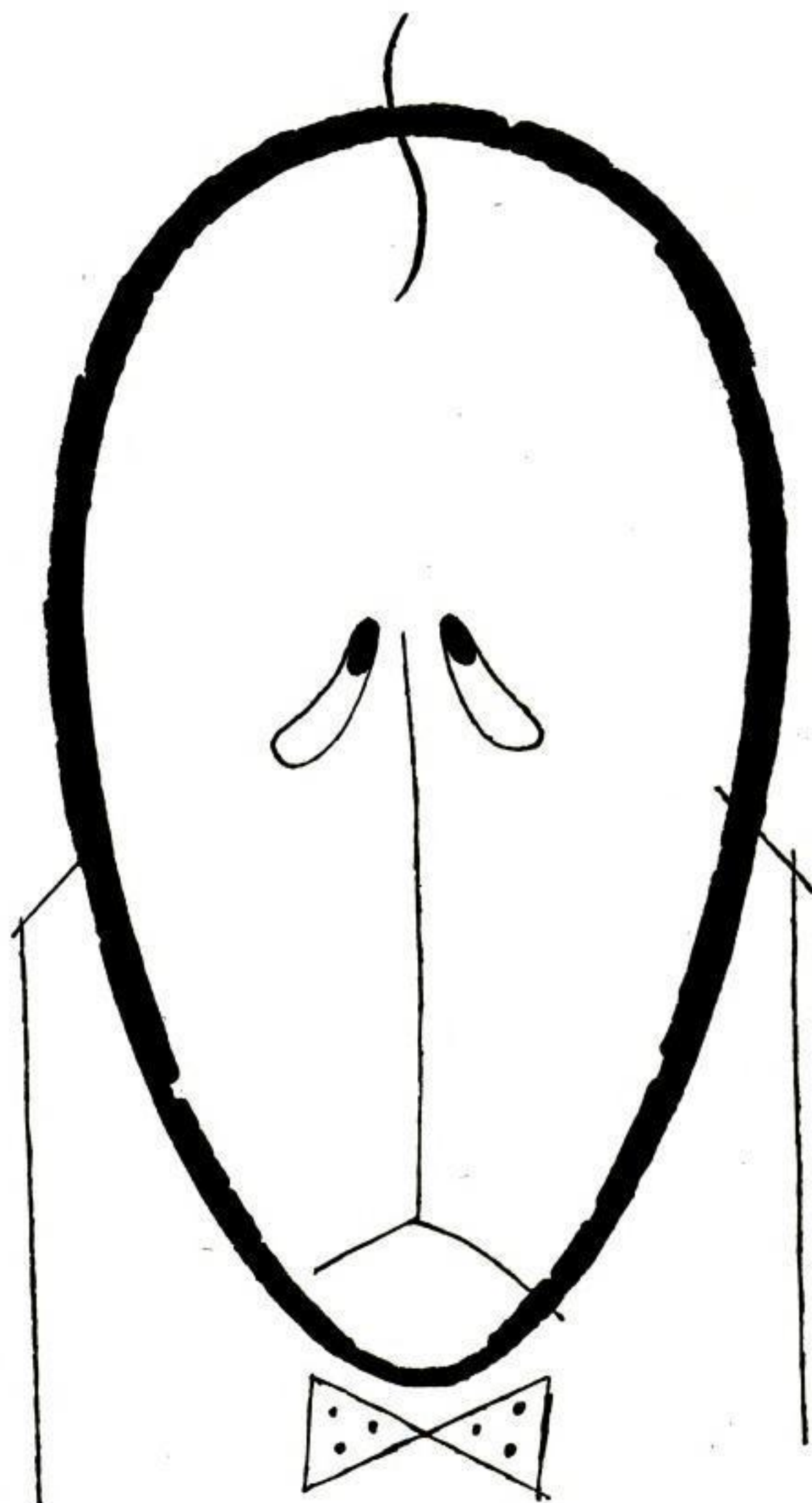
EXTRA! TOAST POPS UP EXTRA HIGH

No more scorched fingers digging for toast. Here's a toaster that's convenient as well as beautiful!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

lobj



I could tear my hair out.

*I forgot to get her
seamless stockings*

by Hanes

tear out to the nearest shop, Harry, and buy some.

X-15 CONTINUED

A MAN NAMED STORMS CALMLY DIRECTS THE SHOW

WHEN Scott Crossfield landed after his first powered flight and was being slapped on the back by everyone on the base, he tried to turn the congratulations aside. "The success of a flight like this rests with the airplane," he said. "This is Harrison Storms' day."

As a chief engineer of North American Aviation, which has built and is testing the X-15 for NASA and the U.S. Air Force, Harrison Storms is the real boss of the X-15. Before Crossfield ever climbs into the cockpit it is "Stormy" who gives the signal. If he does not think conditions are just right for flight, Storms says so. "This is not an airline," he says; "it's a research program."



SCOTT CROSSFIELD

Storms, a 43-year-old Chicagoan who has worked on the X-15 since 1952, had a typical head full of problems before the flight. Engineers were having trouble with instrumentation; new parts were late arriving. Also it looked like rain and the X-15 is built to land on dry ground. But Storms seemed unruffled. "An engineer has to present a calm exterior," he says. "I guess I usually do. But inside, it's all upside down."

Just before the flight Storms was able to right himself inside. "Good things began to happen," he says. "The parts came and worked fine; the instrumentation checked out; the weather forecast improved. A remarkable combination; so I said 'Let's do it.'"

That night, in a ritual built up over previous tests, Crossfield and Storms sneaked off together for a quiet dinner. "I love this airplane, and so does Scott," says Storms. "And though we yak about other things, the X-15 is really the only thing on our minds." After a good sleep, Storms accompanied Crossfield to the field. He paced around like a man in a maternity ward as Crossfield climbed in to check the 85 different instruments in his cockpit. Before the X-15 was lifted off, Storms stationed himself in the control van which monitors the operation. After the take-off he moved out to the landing strip for a cigaret, a cup of coffee and another cigaret.

By radio, came the word: "A clean break." Storms squinted as his brainchild took off on its own. "Look at him go!" he shouted. Storms jumped on the control van to be on hand at the runway when Crossfield touched down.

Storms was not surprised at the X-15's performance. He believes it could sustain a man in space for long periods and bring him back for "a dignified landing." Already, he is comparing notes with space experts like the Army's Wernher von Braun about the possibility of mating the X-15 with a missile booster which could send it into orbit around the earth. "This is not just a dream," says Storms. "We think it is a logical extension of the X-15 program. Right now, compared with where we intend to go, we are still in the shallow end of the pool."

ART SEIDENBAUM, LIFE Correspondent



WATCHFUL BOSS of the X-15, Harrison Storms looks excitedly into sky from his position on runway as his plane goes into its first powered climb.

BRAND NEW FLAVOR!

BANANA

Strawberry

SPLIT



A SUNDAE IN EVERY SPOONFUL!

Made of delightful memories...of crunchy nuts, red-ripe strawberries, golden bananas. All the unforgettable goodness of an old-time banana split in one wonderful new ice cream flavor. By Sealtest, of course!

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*News from Lees—
beautiful carpet
that gives you more
wear with less care*

An amazing new kind of carpet, made of completely new Du Pont "501" Nylon. Choose a deep tone, a bright shade, even a pale pastel, from Lees many decorator colors—then, relax and enjoy it.

Tests prove it's long-wearing, that it excels in resisting soil and stains.

Cleaning's easy. Spots wipe away in seconds, colors stay bright, and it won't fuzz or shed. It's mothproof. And it's surprisingly low priced. See it, feel it, ask for a demonstration, at your Lees dealer.



Loomed for lots of living...those heavenly carpets by LEES

James Lees and Sons Company, Bridgeport, Pa.

LASTING STAR, one of Lees smart new designs made of Du Pont "501" Carpet Nylon. A handsome random texture, in 12 decorator colors.



*To show we care...
every Lees carpet
is registered*



AUDIENCE APATHY and tiny crowds are among heavy crosses the candidate has to bear along his campaign trail. Another burden, author reports, is having to make same speech over and over.

Trials and Tribulations of Running for Parliament

FAMOUS HUMORIST AND M.P. EXPLAINS BRITISH ELECTION

by SIR ALAN PATRICK HERBERT

Illustrated by ROWLAND EMETT

Sir Alan Patrick Herbert, famous British novelist and humorist, was in Parliament from 1935 to 1950. His election guide was written for LIFE to explain what will be going on in Britain between now and the Oct. 8 voting.

NOW that a general election has been decreed for Oct. 8, there has begun a peculiarly British political process which most foreigners find as baffling as it is fascinating.

In the United States, for example, everybody knows exactly when the next congressional elections will be. In Britain nobody but Prime Minister Macmillan—and probably his closest advisers—knew until Sept. 8 when the forthcoming election would take place. On that day he announced the date after asking the queen to “dissolve” Parliament.

Lawfully the present Parliament might have endured until June 6, 1960, when its maximum life of five years would have run out. Very few things are certain under that formless collection of laws, rules, accidents and customs

which we proudly call “the British constitution,” and custom grants to the party in power the privilege of calling for a new election when it feels most confident of winning it. It keeps the other fellow guessing.

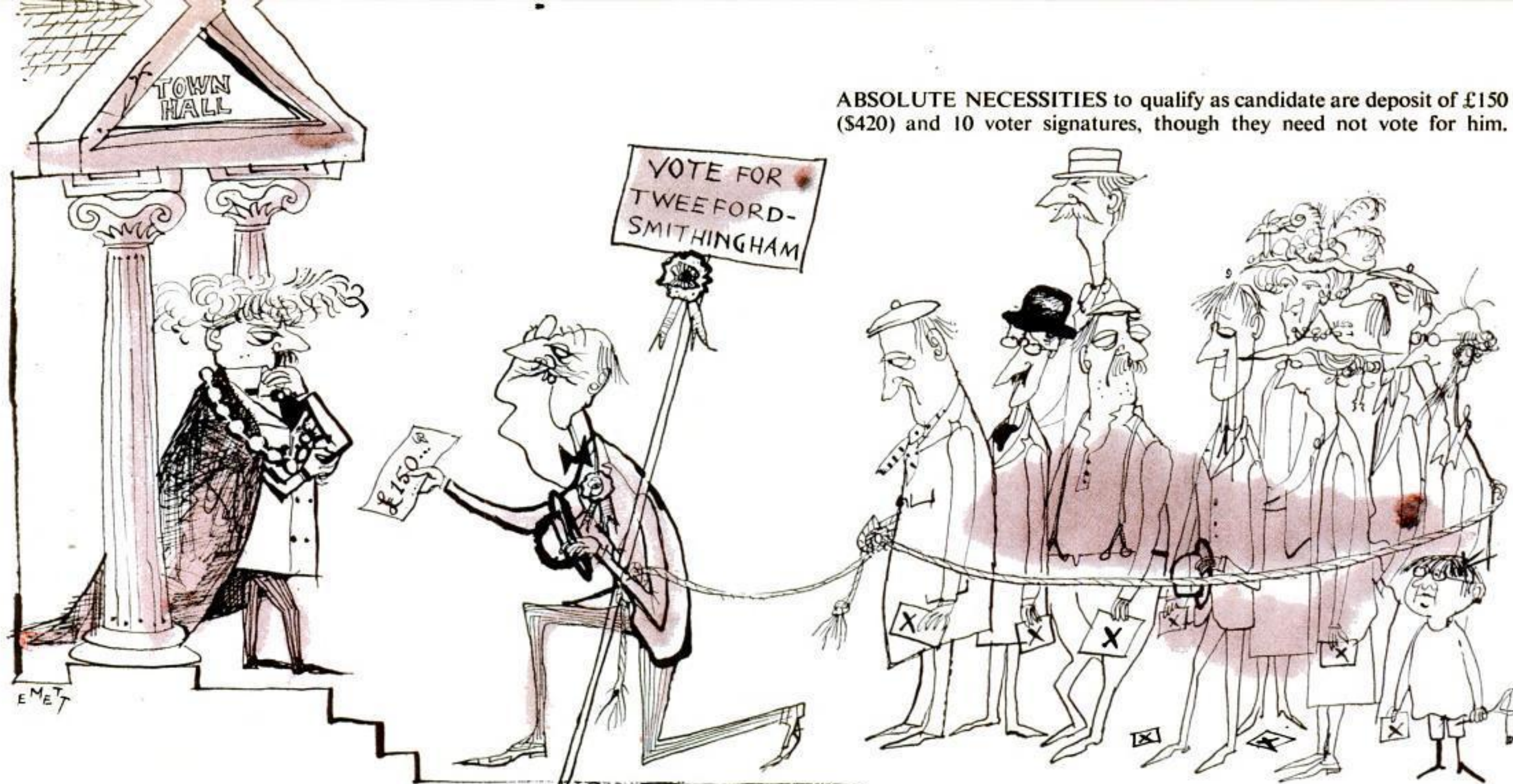
Another aspect of a British election which foreigners find startling is the speed with which it is done. In theory, the whole business can be finished in 21 days from the dissolution of Parliament, through campaign, to polling place. Many think this mercifully and magically swift. For in those three weeks we elect not only 630 members of the House of Commons but, in effect though not in form, also choose the prime minister and government.

We humble British electors do not elect a prime minister. All we do is to elect somebody to represent our own locality. Mr. Macmillan, leader of the Conservatives, will be elected (if he is) the member for Bromley; Mr. Gaitskell, leader of the Labor party, will be the member for Leeds (South). We know that one of them is certain to be prime minister. But,

technically, the voter has nothing to do with it. The parties choose their leaders, and the queen will send for the leader of the party that wins control of Parliament and ask him to form a government.

Of course, something somewhat similar is also true of American voters. They, too, do not elect a President directly but rather elect “electors” who formally elect the President the following December—even though everyone has known his name ever since election night in November. Here, however, the similarity ends. In America, the names of presidential candidates do appear on the ballots nationwide while in England the names of potential prime ministers appear on ballots only as candidates in their own districts.

The average number of electors in one “constituency” is between 50,000 and 60,000. The Conservatives and Laborites will put up candidates for nearly all of the 630 seats—and the Liberals for about 220. There will be a scattering of Communist candidates. There will



ABSOLUTE NECESSITIES to qualify as candidate are deposit of £150 (\$420) and 10 voter signatures, though they need not vote for him.

PARLIAMENT CONTINUED

be very few "Independents." In the ordinary constituency only a man of the caliber of Churchill himself would stand a chance of being elected as an Independent—the party loyalties and machinery are too strong.

But, in theory, the field is open to all—or almost all. You must not be a minor (under

21), a lunatic, an alien, a convicted felon, a priest or a judge. The important positive requirements are two only: not later than the official nomination day (in this case, Sept. 28), you must hand in at the Town Hall 1) the signed nomination of 10 electors and 2) the sum of £150 (\$420). He must be a poor fish indeed who cannot get 10 voters to give him a signature (it does not commit them to work

or vote for him). The £150 is known as "the deposit." A candidate who does not secure one eighth of the votes polled "forfeits his deposit" to the state. The provision for forfeit was contained in the Representation of the People Act, 1918, which followed by seven years the introduction of payment of members which for the first time gave M.P.s remuneration, at that time \$1,906 a year. It was feared

CONTINUED



AT LOW SPEEDS—some spark plugs foul quickly. POWER TIP gets hot fast and stays hot to prevent fouling. Harmful deposits are burned away clean.



AT HIGH SPEEDS—some spark plugs overheat and pre-ignite the fuel. But POWER TIP stays cooler to effectively check engine-damaging pre-ignition.

Auto-Lite Power Tip "fires up" your engine* at all speeds!

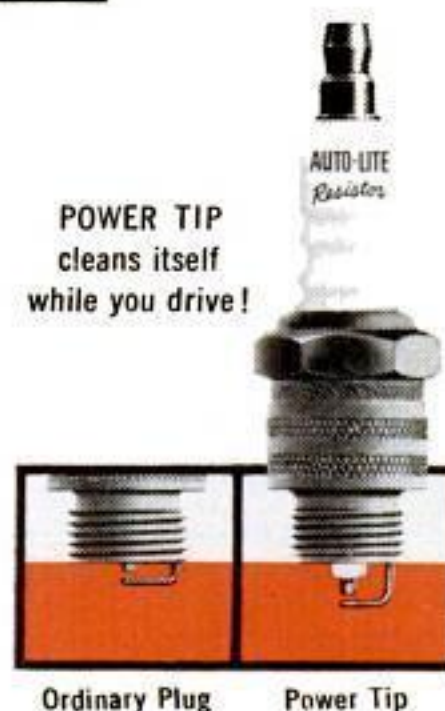


AUTO-LITE, the only spark plug with genuine POWER TIP, is the first spark plug ignition-engineered to deliver peak performance and economy in today's high-horsepower engines at all speeds!

TODAY'S "VARIABLE-SPEED" DRIVING is tough on spark plugs. Creeping at traffic-jam speeds quickly tends to foul ordinary spark plugs. And at higher speeds on the highway, overheating of ordinary spark plugs will rob you of engine power and can lead to destructive pre-ignition. Now you can "fire up" your car for top power and economy at *all speeds* with Auto-Lite Resistor Spark Plugs with Power Tip.

Ask your garage or service station to install Auto-Lite . . . the only spark plugs with Power Tip . . . and start enjoying top performance and economy from your car *now*.

*Power Tip, with or without Resistor, is ignition-engineered for overhead-valve V-8 engines and for most overhead-valve 6-cylinder engines in all these cars—Buick, Cadillac, Chevrolet, Chrysler, De Soto, Dodge, Edsel, Ford, Hudson, Imperial, Nash, Lincoln, Mercury, Oldsmobile, Packard, Plymouth, Pontiac, Rambler, Studebaker.



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Greatest Mattress Value*

"LUXURY" OR "SERTAPEDIC" MODELS

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KING-SIZE LENGTH . . . Fully 7 regal inches longer

KING-SIZE ELEGANCE . . . Magnificent, durable covers of "Royal Damask"

KING-SIZE CHOICE . . . Your preference . . . firm or extra-firm

KING-SIZE COMFORT . . . Exclusive 2-phase construction: smooth-top comfort . . . deep, firm inner support

Now you can sleep like a king! . . . on the King-length Perfect Sleeper . . . the mattress chosen above all others for the Royal Suite of the Mayflower Hotel, traditional choice of visiting Royalty in Washington, D.C.

This luxurious mattress, a full 7 inches longer, has exclusive 2-phase construction, featuring patented Sertaliners. Special synchronized matching box spring available, too!

This king-size value—extra length for extra comfort—can be yours at *no extra cost*! Watch for your Serta Dealer's announcement of the Royal Showing . . . soon!

all at no extra cost!

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Model Illustrated, Perfect Sleeper "Luxury"

Twin or full size.
Matching box spring
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All these elegant features can also be yours in a regular-length mattress. This luxurious mattress includes exclusive "2-phase" construction, patented Sertaliners, covers of "Royal Damask," your choice of firm or extra-firm, special synchronized matching box spring . . . all at no extra cost! See the regular-length Perfect Sleeper at your Serta Dealer's also, during the Royal Showing.

Also just **\$79⁵⁰**

Full or twin size.
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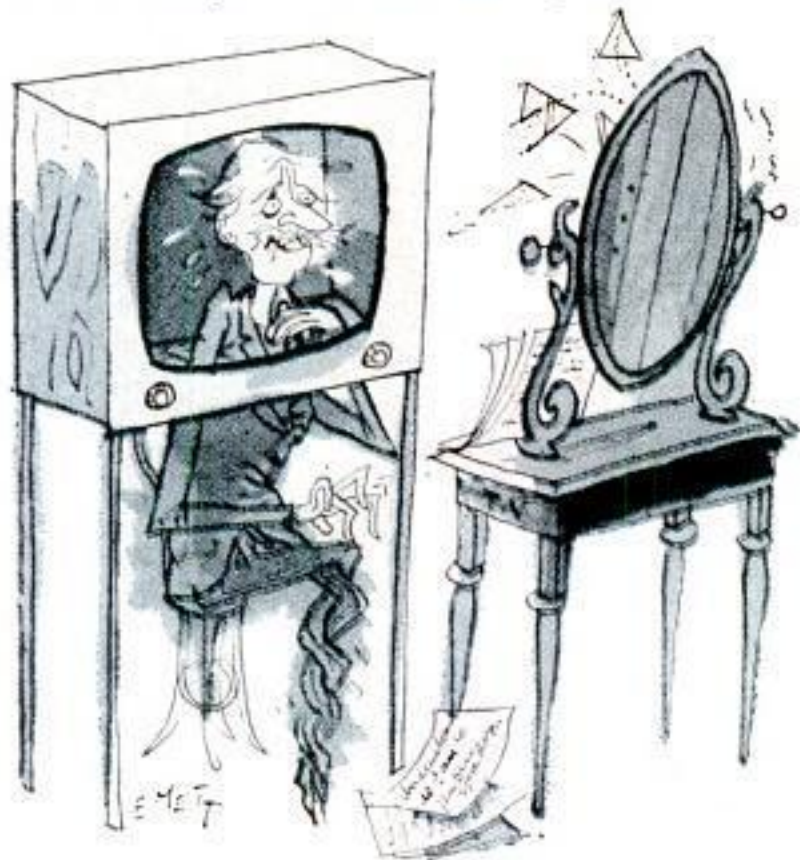
Model Illustrated, Perfect Sleeper "Luxury"

Each

RUNNING FOR PARLIAMENT CONTINUED

that, lured by this tremendous bait, all sorts of "freaks" and "undesirables" would put up for Parliament, and the "deposit" was designed to discourage them from running for office. I myself this year drafted a bill to abolish the deposit system. But it would get no support from the ruling parties and most of the people are vaguely in favor of the deposit. They say, for example, "Oh, but you might have the actress Diana Dors standing for Parliament." My answer is "If Miss Dors has anything to say, and can stay the course—why not?"

You do not have to be a resident in the constituency which you offer to represent. In the old days a total stranger was described contemptuously as a "carpetbagger," an expression which the British borrowed from America after the Civil War. It may still be a help to have a local stake and story—"A Hammersmith Man for Hammersmith!"—but only if the contest is a near thing. There is no strong prejudice against an outsider—if he is good. Sir Winston Churchill has represented an Essex constituency for 35 years, but he never lived there.



MODERN HAZARD, TV, forces a candidate to create a new personality.

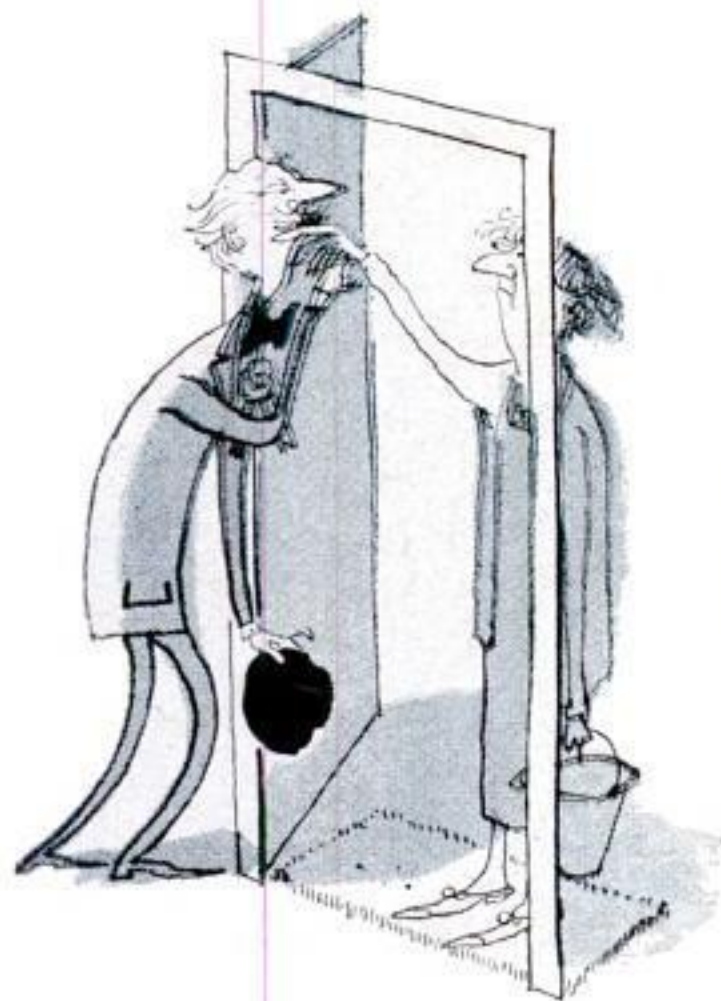
This offers the advantage that a new recruit to the party can be sent to a hopeless contest anywhere to gain experience and show his quality. He is under no obligation to stick to the same constituency. In the old days the same man would offer himself in two or three different constituencies. If he was elected in more than one he had to declare after the election which seat he would take. Then there would have to be a by-election to fill the vacant seats.

Parliamentary life is said to be more exacting and unrewarding today than it was in the past, though the salary (including expenses) is now the equivalent of \$4,900. Yet there is a never-ending and, I believe, increasing stream of citizens eager to try for the honor.

The final battle, though short, is shattering. Television is said to have changed everything. To hear some talk, you would think nothing else mattered. But all the old exhausting weapons are still in use. First, each candidate must write and distribute his own election address (he is allowed by law one free mailing to every elector). This,

as a rule, is an uninspiring document which could be summed up thus: "I stand for Peace, Plenty, Prosperity, Productivity, Plumbing and Penicillin." Then there are meetings nearly every night. There are awkward questions and hostile interruptions, and sometimes a gang of "bar-rackers" who follow the wretched man from meeting to meeting, yelling senselessly. In the country constituencies the candidate must visit four or five villages in an evening, racing through the dark, losing his way, making the same speech in school after school, to a tiny and apathetic audience, while local youths sit round a stove with their backs to the speaker, cracking nuts.

If it were certain that TV had made these exertions out



OLD HAZARD, still vital, are door-to-door calls on often hostile voters.

of date and useless, all concerned would be delighted. But like good horse players, many voters like to see the candidate before they lay their bet. Such simple citizens would resent it bitterly if they thought that Candidate Smith was taking no trouble to be seen and heard. My prediction is that the meetings will not be much less numerous although they will be even less rewarding.

To prevent any unfair advantage to wealth, the expenses of every candidate are strictly limited by law. He may spend a maximum of £450 (\$1,260) plus an allowance of two pence for every elector in the

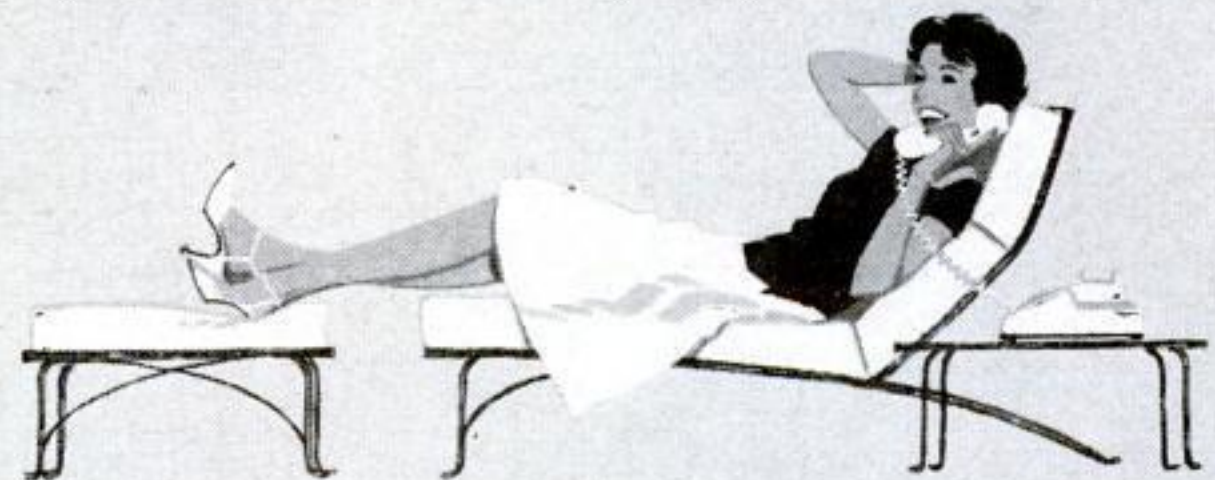
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Ever notice
how a dark day
gets brighter
and brighter

as soon as
you hear

a familiar
voice

by
Long Distance?



Why not enjoy a visit by Long Distance today!

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Magnificent big stitch bulkies...



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The continental look in "Magna", imported wool, alpaca, and nylon... a skillful blending that assures a worldly air, warmth and wonderful washability. Cross boatneck pullover for men, \$8.98; Boys, \$7.98; Juniors, \$5.98. Shawl collar pullover slightly higher. See "Magna" at fine stores everywhere.

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RUNNING FOR PARLIAMENT CONTINUED

country and three halfpence in the towns. This means between £800 and £900 for a constituency of, say, 55,000 voters. If it is proved that you have gone over the mark you may lose the seat you have won.

One of the old and primitive weapons, I predict, will not be replaced by TV. That is the house-to-house canvass. This means a personal call, by a representative of each candidate, at the front door of every residence that harbors an elector—30,000 calls or more. The purpose is not only to persuade, but to reconnoiter. From the canvassers' records the parties can make rough estimates of their prospects. They know the hostile streets where little can be done, and the friendly areas where special efforts must be made. Sometimes, but rarely, a candidate takes a hand in this work. It is too much for a single man. But one cannot resist the fascinating speculation that—were she, happily, a candidate—this kind of campaigning would almost ensure sending Diana Dors to Parliament. Such canvassing can be even more daunting than apathetic or angry meetings. The harassed housewife can be extremely rude, especially if her husband hates "the Tories" or "the Reds."

The local candidates, I think, are more polite to each other than they used to be. The fair-minded Briton is quick to cry "No personalities! What's yer policy?" and nowadays most candidates scrupulously distinguish between the admirable Mr. Bloggs and his idiotic party. The hearty abuse is left to the leaders. Even they have to be careful about the use of "personalities" in this touchy country, but Mr. Macmillan and Mr. Gaitskell will no doubt fling well-polished stones at each other.

The Gallup and other "polls" will be telling the voters how they are going to vote. Many feel that these are an impertinent and possibly harmful fungus on our constitutional arrangements. The weak, it is thought, who are confidently told by Tipster Gallup that X will beat Y may be tempted to "back the winner": others may be moved by the good old British feeling for the "underdog." But when the polls differ, as they sometimes do, there can be no great danger.

The Conservatives have won at the last two general elections: if they win a majority for the third time running, it will be one of the most remarkable feats in our history since no party has ever done so.

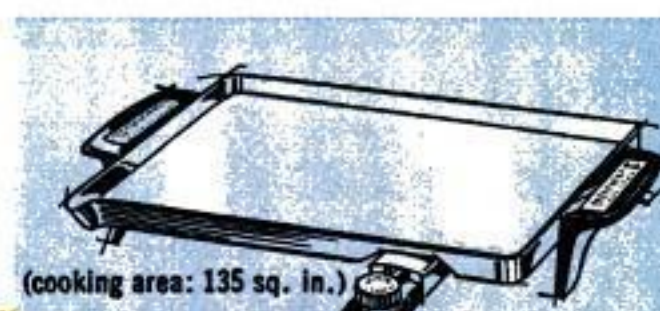


DREAM CANDIDATE, bosomy TV and film star Diana Dors, would give some the jitters, says Herbert, but he sees no reason why she shouldn't run.

Pillsbury-Vermont Maid Sweepstakes

\$10,000 IN CASH... FIRST PRIZE!

PLUS 2,000 OTHER GREAT PRIZES ▶



(cooking area: 135 sq. in.)

1000 SUNBEAM
ELECTRIC GRIDDLES
2nd PRIZES



1000 SYRUP WARMERS
3rd PRIZES



EASY! Nothing to write
except your name and address!
Just send in entry form plus bottom panel from any
Pillsbury Pancake Mix package



...and bottle cap from
Vermont Maid Syrup
(or reasonable facsimiles)



ENTRY FORM

Pillsbury-Vermont Maid Sweepstakes



EASY RULES: Print your name and address on entry form or plain paper. Send in along with bottom panel from Pillsbury Pancake Mix package (any size, any kind—Buttermilk, Honey Buckwheat or Blueberry flavor) plus cap from any size Vermont Maid Syrup bottle, if you have them. Reasonable facsimiles of bottom panel and bottle cap, copied from any source, are acceptable. Mail entries to: **PILLSBURY-VERMONT MAID SWEEPSTAKES**, Box 403, Minneapolis 60, Minn.

First prize: \$10,000 in cash. Second prizes: 1,000 Sunbeam Electric Griddles. Third prizes: 1,000 Syrup Warmers.

Enter as often as you like, following rules for each entry. All entries must be postmarked before midnight Dec. 15, 1959. Prize drawings will be made within 30 days after closing of sweepstakes, by independent judges. Winners' names available to those sending self-addressed, stamped envelopes.

All residents of U. S. and possessions, except employees of The Pillsbury Company, Penick & Ford, Ltd., Inc., and their advertising agencies and immediate families, may enter. Entries not accepted

from persons living in New Jersey, Nebraska and other areas where local laws prohibit. The sweepstakes is subject to all federal, state and local regulations.

Send to: **PILLSBURY-VERMONT MAID SWEEPSTAKES**
Box 403, Minneapolis 60, Minn.

I am enclosing a bottom panel from any Pillsbury Pancake Mix package and a bottle cap from Vermont Maid Syrup (or reasonable facsimiles). Please enter me in your sweepstakes.

Name _____

Street Address _____

City _____ Zone _____ State _____

Contest closes Dec. 15, 1959

Look in your mailbox or ask your favorite grocer for additional entry blanks

here for the
first time anywhere—
elegance with economy

SUPERLATIVE



Impala Sport Coupe—one of 16 fresh-minted '60 Chevrolets you can choose from.

Nearest to perfection a low-priced car ever came!

Pull out and keep as helpful guide to buying



Elegant 4-Door Impala Sport Sedan.

Here's new gem-bright beauty, new room to sprawl in and sit tall in. New lean-muscled engine economy, new spirit and silence in its going. For fineness of features, for precise craftsmanship — for all the things that make a car good to own — the '60 Chevrolet stands alone in its price field.

Just wait till you see it. Everything about the '60 Chevy, every styling accent, every engineering detail, has been polished and refined to a degree of perfection never before thought possible of a car in Chevrolet's price class.

Picture practicality and economy (there's even more of it in a new gas-saving V8!) combined with much of the luxury and hushed comfort usually associated with high-priced

automobiles. That's Chevy for '60. Its overall effect is one of quiet elegance, a sophisticated new shape that embodies spacious inner dimensions. Space for long legs and broad shoulders, with sofa-wide seats and even more foot room for front seat passengers. Space that specializes in family travel!

Really, you have to see this one up close to appreciate its fresh beauty and fine workman-

ship. You have to take a turn behind the wheel to know its astonishing smoothness and almost total absence of road hum and vibration. We'll admit our enthusiasm's showing just a bit—but once you've dropped into your dealer's we're sure yours will be, too. *There's nothing like a new car—and there's never been a new car like this '60 Chevrolet!* . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

'60 CHEVROLET

What else
is new?

Please turn the page
for a small miracle . . .



NOW!
THE REVOLUTIONARY
Corvair
BY CHEVROLET
WITH THE ENGINE IN THE
REAR WHERE IT BELONGS
IN A COMPACT CAR! ★ ★ ★



You have your choice of two Corvairs—this one's the deluxe Corvair 700.

The only American car with an airplane-type horizontal engine!

The only American car with independent suspension at all 4 wheels!

The only American car with an air-cooled aluminum engine!

The rumors about this one were right—but they didn't go far enough. Because here, for the first time, is a truly compact, economical American car that retains the ride and 6-passenger comfort you're used to in a big one. The key to this small miracle: America's first and only **rear-mounted aluminum engine**—a revolutionary 6-cylinder power plant that combines compactly with the transmission and drive gears in one lightweight package. You'll get up to 30% more miles to a gallon and—because this engine is **air cooled**—you'll never have to fuss with antifreeze.

Floor is practically flat for more foot room. Corvair's size—some 5 inches lower, 2½ feet shorter, 1,300 pounds lighter than conventional sedans—makes it a joy to jockey through traffic and park in tight spots. Yet its unique Unistrut Body by Fisher offers plenty of room for 6 broad-shouldered passengers. And, thanks to Corvair's rear engine, the floor is practically flat, front and rear, so there's generous foot room for everybody. **Easy handling without power assists.** Shifting engine weight to the rear also adds extra ground-gripping traction and

gives better compact car handling and braking. And with **independent suspension at all 4 wheels**, Corvair rivals much more costly cars in the poised, unruffled way it rides.

A price your budget will appreciate. Wonderfully practical as all these advances sound,

you'll find the most practical thing about this new Corvair is its price. Make it a point to visit your Chevrolet dealer soon—and see what a wealth of engineering a modest amount of your money buys! . . . **Chevrolet Division of General Motors, Detroit 2, Michigan.**



THE FLOOR IS PRACTICALLY FLAT for more foot room. Trunk's up front—and you can also have a handy folding rear seat (optional at extra cost) for added storage space. Lightweight rear engine, compactly combined with transmission and drive gears, is world's first production 6 with ultra-smooth power of horizontally opposed pistons. And wrapping up all these brilliant features is Corvair's brilliant new styling—pure and simple as modern architecture. **THERE'S NOTHING LIKE A NEW CAR—AND NO COMPACT CAR LIKE THE CORVAIR (. . . by CHEVROLET)!**

The latest Sullatter



MOTHER IN PAJAMAS was a 1943 hit in *Voice of the Turtle*. She wore them in play's love scene.

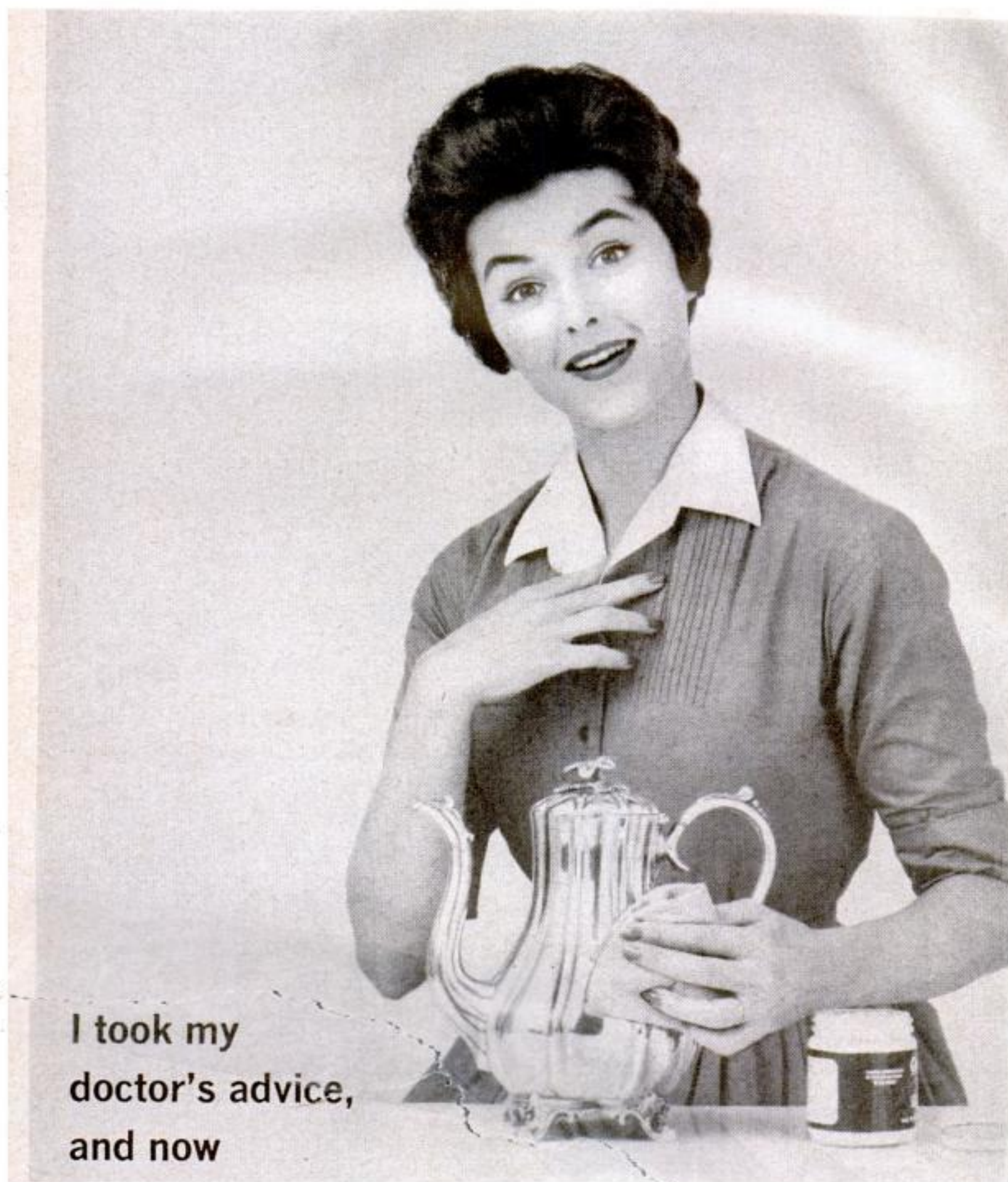
The husky voice, Dutch-boy bangs and the offhand way of dressing that characterized Margaret Sullavan influenced a generation of American women. On her, even men's pajamas looked good (*above*), and her love of sportswear did much to launch the casual "American look."

One youngster on whom this clothes philosophy rubbed off was Brooke Hayward, Miss Sullavan's own daughter. Brooke, who first appeared in *LIFE* as a bare-bottomed 2-year-old, is now 22 and a wife and mother. She has just gotten off to a promising start as a model. This is not surprising since Brooke has not only her mother's good looks, but taste and an individual way with clothes—as she shows in wearing the new fall styles in these pictures. Brooke's preferences, like her mother's, run to tailored clothes in sophisticated fabrics. She likes to set off simple styles with a single dramatic accessory. Even when it came to choosing a ball gown (*right*) Brooke selected a classic style with a startling touch—a leopard belt.

DAUGHTER IN BALL GOWN swirls skirt. Of white chiffon, it has tucked top (Eloise Curtis, \$70).



CONTINUED



I took my
doctor's advice,
and now

MY CONSTIPATION WORRIES ARE OVER!

Doctors recommend Milk of Magnesia—the gentle
laxative-antacid that gives complete but carefree relief.

THOUSANDS of general practitioners, pediatricians, obstetricians and surgeons, coast to coast, were asked: "Do you ever recommend Milk of Magnesia for your patients?" The overwhelming majority replied: "Yes!"

Yes, doctors consider Milk of Magnesia effective and gentle enough even for infants, maternity and surgical patients.

And no wonder!

As a laxative, Phillips' works leisurely, thoroughly but comfortably, never forces the system.

As an antacid, Phillips' relieves upset stomach, gas, heartburn and other acid distresses accompanying constipation.

No single-purpose laxative can give such complete, yet gentle relief!

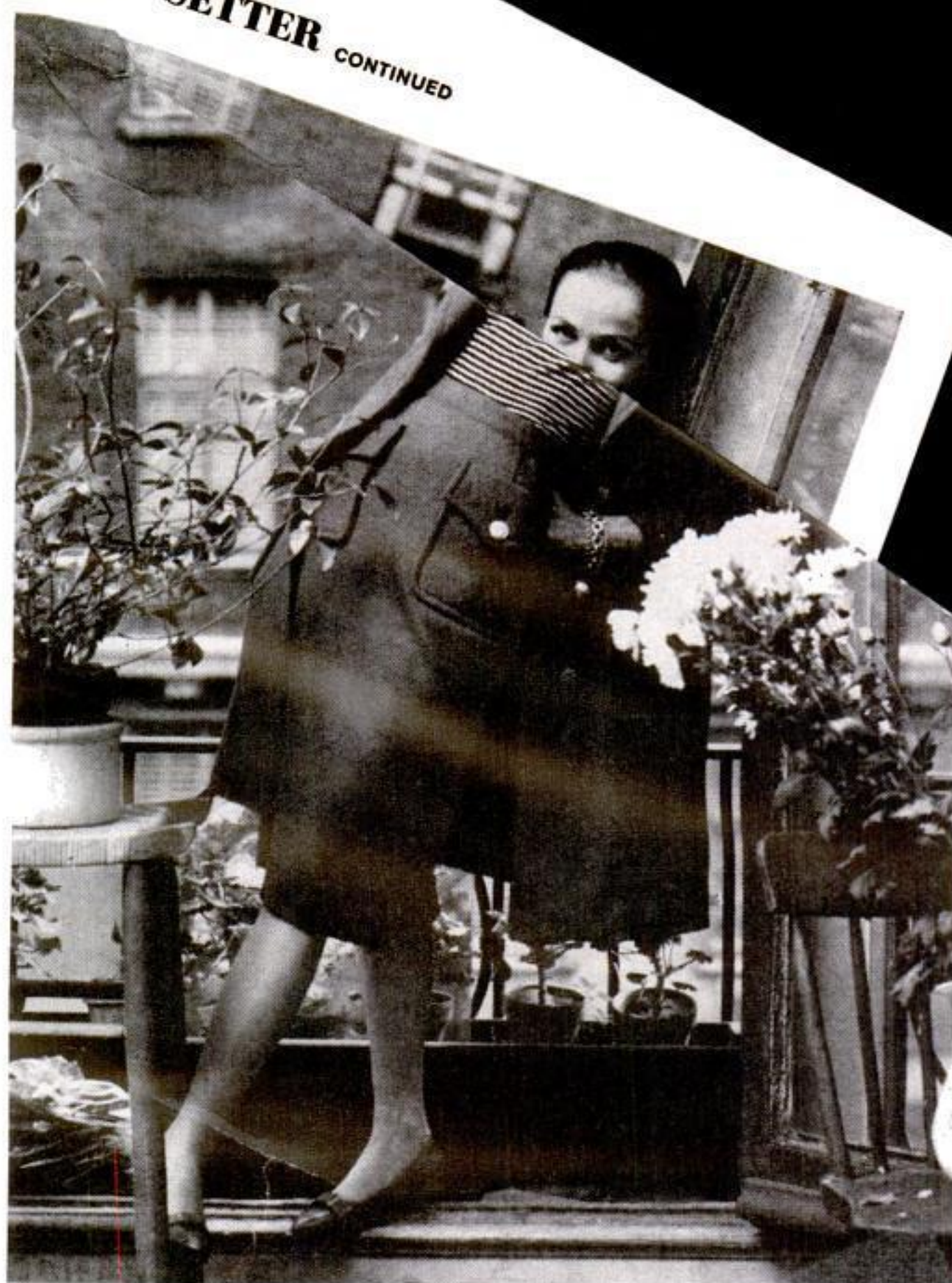
Ask your doctor! No home should be without Phillips' Milk of Magnesia!



—————→ REGULAR OR MINT-FLAVORED

PHILLIPS' MILK OF MAGNESIA

STYLE-SETTER CONTINUED



WALKING SUIT has red coat with brass-buttoned patch pockets. Matching skirt is worn with a black and white striped jersey blouse (Sportwhirl, \$70). When she goes hatless, Brooke likes to wear her hair tightly pulled back.



TOWN COAT of black and white check has a black velvet collar (Seymour Fox, \$185). With it Brooke wears a black velvet bowler (Emme Boutique, \$15) and a man's umbrella, which she carries as an oversized dramatic accessory.

CONTINUED

Take a Vacation from Winter worry—



1. GET EXPERT ANTI-FREEZE SERVICE

It takes *expert service* as well as the right anti-freeze to give your engine complete winter protection. There's much more to anti-freeze installation than just "dumping" it in. Servicing the cooling system is a job for an expert like your service dealer. He has *both the skill and equipment* needed to protect the big investment you have in your car. A dealer who gives *Guaranteed 5-Point Service* saves you wear, worry and work!

2. GET "PRESTONE" ANTI-FREEZE WITH **MAGNETIC FILM**

Prevent both freeze-ups *and engine burn-outs due to rust!* Rust ruins radiators, clogs cooling systems, sends engine temperatures so high vital parts are warped and even burned! But Magnetic Film *prevents* rust! What's more, it protects aluminum and prevents corrosion. So don't be switched to an ordinary anti-freeze. Have your cooling system drained, then insist on "Prestone" brand anti-freeze with its exclusive Magnetic Film.

**"PRESTONE" ANTI-FREEZE WITH ITS EXCLUSIVE MAGNETIC FILM
PREVENTS BOTH FREEZE-UPS AND ENGINE BURN-OUTS DUE TO RUST!**

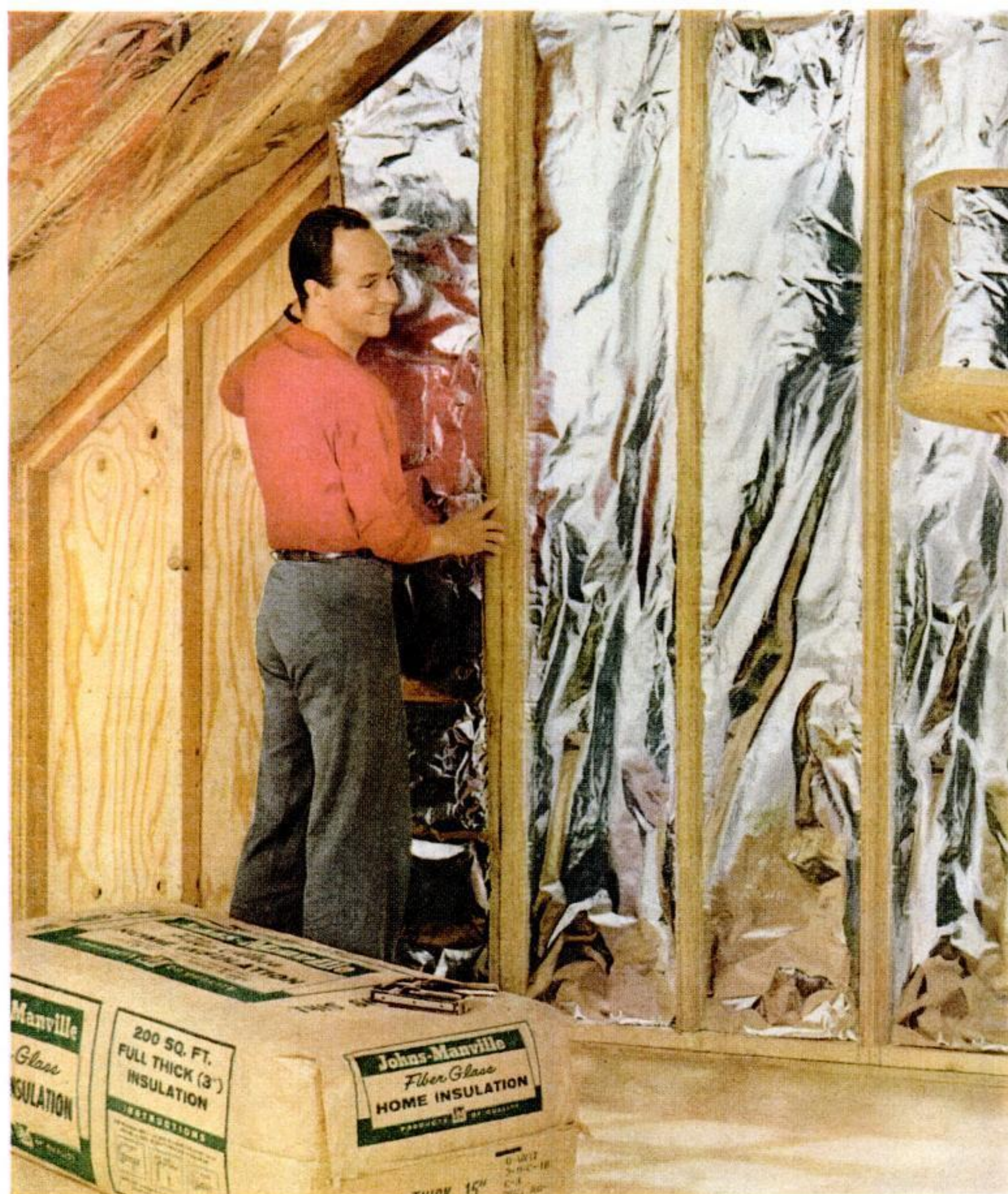
"Prestone", "Eveready" and "Union Carbide" are registered trade-marks of Union Carbide Corporation

UNION CARBIDE CONSUMER PRODUCTS COMPANY • Division of



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Now...one man insulates whole attic in hours



with new lightweight
JOHNS-MANVILLE
FIBER GLASS



J-M Fiber Glass costs no more than ordinary insulation. As little as \$125 gives full-thick protection to an average attic.

**Start saving up to 30¢ on every fuel dollar this winter
... cut your cooling costs next summer!**

Nothing you can do to your house saves you more money than insulating your attic! And now you can do it in hours with miraculous, new Johns-Manville Fiber Glass Insulation. Cuts with ordinary scissors, light and a joy to handle, in easily stapled double tab rolls that make insulation truly a one-man job. And J-M Fiber Glass is aluminum faced to reflect radiant heat. Yet it costs no more than ordinary insulation. See your Johns-Manville Building Materials dealer today—and be snug before winter comes. You can probably bring home enough J-M Fiber Glass in the back of your car to insulate your whole attic.

Insulation headquarters — your Johns-Manville Dealer — Your J-M Building Supply Dealer has both Johns-Manville Fiber Glass and famous Spintex® Insulations. Ask him for a free estimate. Or for free booklet write Johns-Manville, Dept. L-10, Box 60, N. Y. 16, N. Y.; in Canada, Port Credit, Ontario.

IT'S A
CINCH...



Calling all Homeowners
to your Johns-Manville Dealer's
GREAT
FALL FIX-UP FESTIVAL

New acoustical ceiling can never crack—yours in a few hours! Little as \$28 for average ceiling.

New floors go down in a day—keep shining bright with damp mopping! As little as \$37.50 for an average floor.

New lifetime sidewalls—nailed over old walls—cut upkeep cost forever! As little as \$14 per month for an average house.

Free booklets—expert advice on world's easiest-to-use home improvement products—all yours!



JOHNS-MANVILLE



THEATER OUTFIT consists of gold brocade wrap-around coat and a matching sleeveless sheath (Anne Klein, coat \$125, dress, \$60). It is strongly reminiscent of a lamé shirtdress that her mother wore in *The Voice of the Turtle*.



DINNER DRESS of brass-colored wool has a halter neck and a matching wrap-around belted jacket (Jr. Sophisticates, \$120). Typical of the fashions that Brooke likes, it is set off by a leopard belt and an armload of bracelets.

CONTINUED

Medically acclaimed electromyograph proves Absorbine Jr.

Relieves Tired, Aching Muscles Twice As Fast!



Electromyograph shows that after normal period of rest when Absorbine Jr. is applied, tired, aching muscles recover twice as fast as when "nature takes its course."

When your muscles ache, doctors can now read their electric waves through the wonders of the new electromyograph machine. You actually *hear* and *see* your muscles' rate of recovery. Medical experts working with this machine have proved that Absorbine Jr., a favorite remedy around the world for aches of the neck, back and limbs, "brings your muscles back" *twice as fast as nature can*.

These studies pin-pointed the speed with which Absorbine Jr. starts treating tired, aching muscles.

When rubbed on, Absorbine Jr. actually dilates the peripheral blood

vessel walls, making local blood-flow speed up. Unlike the mere pain-killers, Absorbine Jr. helps you *get better faster*.

When applying Absorbine Jr. you will feel a welcome coolness, and as you rub it in, comforting warmth.

So, for relief from nagging ache of sore back, stiff neck, Charley horse, and sore, tired feet, reach for Absorbine Jr. Get relief twice as fast as nature.



Also available in new, easy-to-use applicator bottle.

Absorbine Jr.



NOW! FAMOUS MURINE
EYE COMFORT IN THE
NEW SQUEEZE BOTTLE

JUST SQUEEZE ONE DROP AT
A TIME...DISCOVER THE EASY
NEW WAY TO SOOTHE YOUR
EYES...AND SO RELAX TENSION!

Here's comfort you can carry
with you to refresh your eyes
any time they feel bothered from
close work, driving, smoke, wind
or glare. Murine's new squeeze
bottle instantly dispenses one
soothing drop at a time from
the soft, dropper tip. So neat
and easy to apply you don't
even need a mirror.

Pure, safe Murine floats
away discomforts as it soothes
and refreshes. Use it as often
as you like to rest your eyes
and so relax tension. New
squeeze bottle can't spill,
won't leak, can't break. Get famous Murine
eye care comfort now in this new dispenser.



MURINE IS ALSO
STILL AVAILABLE IN
FAMILIAR GLASS BOTTLE
WITH SEPARATE
EYE DROPPER.

MURINE
FOR YOUR EYES*
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BROOKE'S FAVORITE DRESS this season is a classic knit in off-white
wool (Jr. Sophisticates, \$65). She wears it in town with matching pumps,
a gold Garbo slouch hat (Sally Victor, \$70) and, for fun, a Garbo slouch.

Kroger Tenderay^{Brand} Beef



No other beef so fresh
can be so tender

Kroger selects only the top grades of U. S. Government Inspected beef for special Tenderay care. Then 44 hours

in climate-controlled Tenderay rooms bring out all the natural tenderness and flavor of this fresh, juicy beef.



Top Value Stamps too ... more proof

Kroger cares about you



PART ONE OF A SERIES

THE FRANKLIN PAPERS

*LIFE presents a fresh portrait of the immortal Ben,
based on the continuing publication of all his writings*

*This LIFE series is drawn from The Papers of Benjamin Franklin
edited by Leonard W. Labaree and associate editor Whitfield J. Bell
Jr., sponsored by the American Philosophical Society of Philadel-
phia and Yale University, and published by Yale University Press.*

The personal papers of famous men have an eternal fascination for later generations. In the U.S. today a scholarly boom is under way in collecting and publishing such intimate documents of great figures of the past. Scholars are working full time on the papers of the Adams family (LIFE, July 2, 1956), Thomas Jefferson (15 volumes now in print), Alexander Hamilton, Madison, Calhoun, Woodrow Wilson and many others. Up at the head of the list belongs the name of Benjamin Franklin, for Ben's self-made career as printer, scientist, patriot and sage will always be the greatest American success story. In November the first volume of a vast new edition of Franklin's papers, which is expected to reach about 40 volumes eventually, will be published by the Yale University Press. This collection will include some 20,000 documents written by or to Franklin. Some 18,000 are newly discovered or not included in any previous general edition.

LIFE, which has helped provide funds for this project since it began five years ago, is proud to present a series of articles based on Volume I and other forthcoming volumes of *The Papers of Benjamin Franklin*. The first article, starting on the next page, deals largely with Ben's early life as a printer, a trade of which he was both proud and fond.

TYPE used in Franklin's press was cast from brass matrices (opposite page) which were handed down in his family and given to Massachusetts Historical Society. This set of capitals was used to dress up printed page.



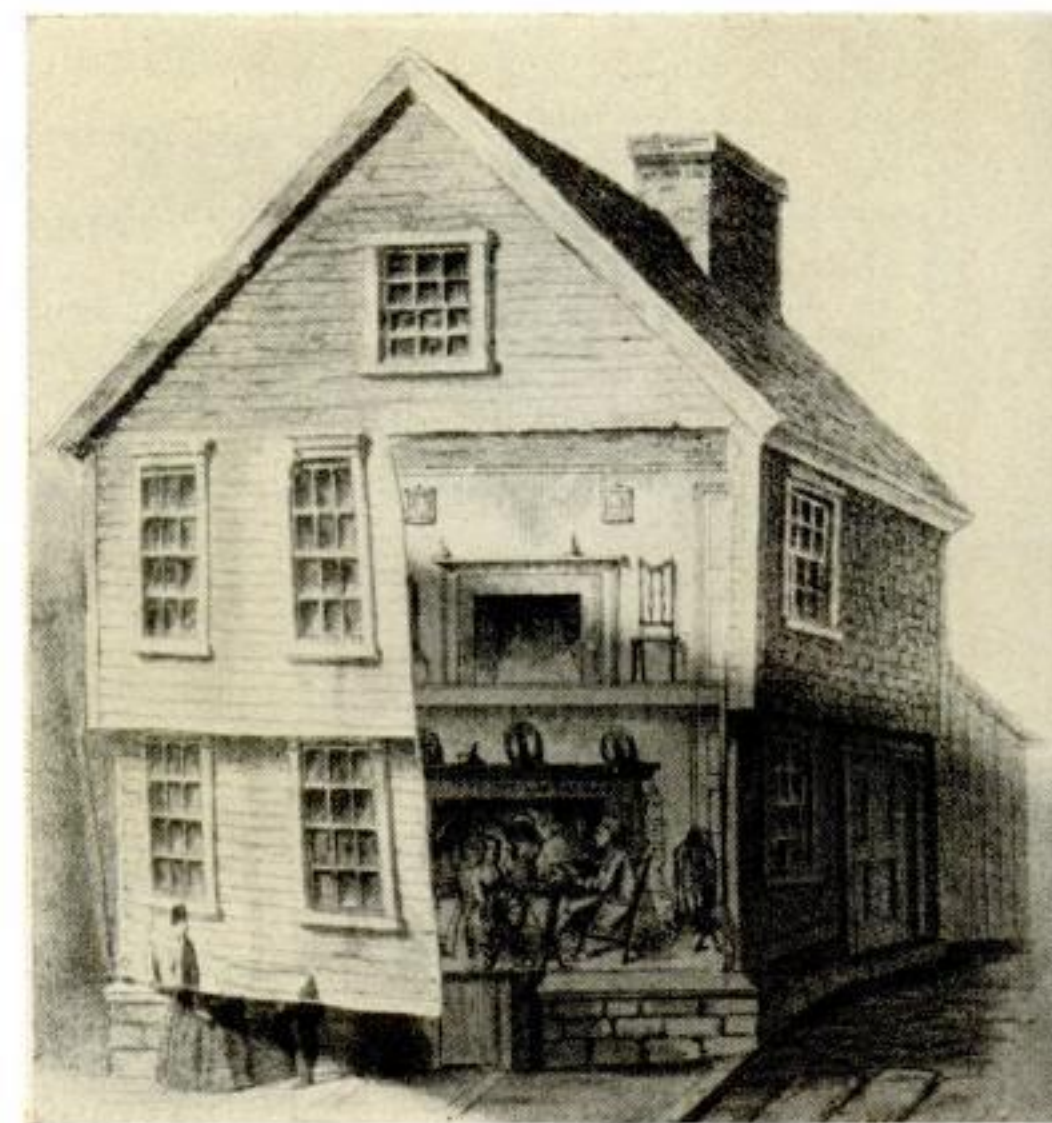
MEDALLION profile of Franklin by Sculptor Jean Batiste Nini will appear on all volumes of Yale edition of his collected writings.

Ben Franklin:

EARLY LIFE, FROM RUNAWAY

THE first entry in the Franklin papers is taken from the City Registry of Boston where it is recorded that "Benjamin Son of Josiah Frankling & Abiah his Wife [was] born 6 Janry 1706." Ben was the 15th of his father's 17 children, and he remembered as many as 13 sitting at table together in the crowded house on Milk Street (*below*). Josiah Franklin emigrated from England around 1683 and married, as his second wife, Abiah Folger from a well-known Nantucket family. Young Ben was named for his uncle Benjamin, "an ingenious Man" who was a dyer of silk in London, invented a shorthand of his own, and was much interested in politics. "I remember him well," wrote Franklin in his *Autobiography*, "for when I was a Boy he came over to my Father in Boston and lived in the House with us some Years. . . . He left behind him two Quarto Volumes, MS., of his own Poetry, consisting of little

YOUNG BEN arriving in Philadelphia after he ran away from Boston, is portrayed (*left*) in statue by Dr. R. Tait McKenzie at University of Pennsylvania campus. His cash capital for a new start in life was one "Dutch Dollar and . . . a Shilling in Copper."



His Fast Rise to Fame

BOY TO MASTER PRINTER, IS TOLD IN HIS OWN WORDS

occasional Pieces address'd to his Friends and Relations." One such poem was sent across the Atlantic to 4-year-old Ben at a time when the boy was showing a normal enthusiasm for playing soldier.

Sent to My Name upon a Report of his Inclination
to Martial affaires 7 July 1710

Beleeve me Ben. It is a Dangerous Trade—
The Sword has Many Marr'd as well as Made.
By it doe many fall, Not Many Rise;
Makes Many poor, few Rich and fewer Wise;
Fills Towns with Ruin, fields with blood beside;
Tis Sloth's Maintainer, And the Shield of pride;
Fair Citties Rich to Day, in plenty flow,
War fills with want, Tomorrow, and with woe.
Ruin'd Estates, The Nurse of Vice, broke limbs and scarts [scars]
Are the Effects of Desolating Warrs.

AN EXPENSIVE WHISTLE

An early recollection of Franklin's boyhood is contained in a tiny pamphlet which he printed himself on a private press in France.

When I was a Child of seven Years old, my Friends on a Holiday fill'd my little Pocket with Halfpence. I went directly to a Shop where they sold Toys for Children; and being charm'd with the Sound of a Whistle that I met by the way, in the hands of another Boy, I voluntarily offer'd and gave all my Money for it. When I came home, whistling all over the House, much pleas'd with my Whistle, but disturbing all the Family, my Brothers, Sisters & Cousins, understanding the Bargain I had made, told me I had given four times as much for it as it was worth; put me in mind what good Things I might have bought with the rest of the Money, and laugh'd at me so much for my Folly that I cry'd with Vexation. . . .

FRANKLIN THE FROGMAN

"There was a Salt Marsh that bounded part of the Mill Pond, on the Edge of which at Highwater, we us'd to stand to fish for minnows," Franklin recalled in his memoirs. The "Mill Pond" was filled many years later and is now part of Boston's Back Bay section. In a 1773 letter to a French friend Franklin described some unusual swimming feats there.

When I was a boy, I made two oval palettes, each about ten inches long and six broad, with a hole for the thumb, in order to retain it fast in the palm of my hand. They much resembled a painter's palettes. In

swimming I pushed the edges of these forward, and I struck the water with their flat surfaces as I drew them back. I remember I swam faster by means of these palettes, but they fatigued my wrists. I also fitted to the soles of my feet a kind of sandals; but I was not satisfied with them, because I observed that the stroke is partly given by the inside of the feet and the ankles, and not entirely with the soles of the feet. . . . I amused myself one day with flying a paper kite; and approaching the bank of a pond, which was near a mile broad, I tied the string to a stake, and the kite ascended to a very considerable height above the pond while I was swimming. In a little time . . . I found that, lying on my back and holding the stick in my hands, I was drawn along the surface of the water in a very agreeable manner. Having then engaged another boy to carry my clothes round the pond, to a place which I pointed out to him on the other side, I began to cross the pond with my kite, which carried me quite over without the least fatigue and with the greatest pleasure imaginable. . . . I think it not impossible to cross in this manner [the English Channel] from Dover to Calais.

THE FOLLY OF HOOP-PETTICOATS

At 12 Ben went to work as apprentice in the printing shop of his brother James, and at 16 began writing for James's lively newspaper, *The New-England Courant*. He disguised his handwriting, signed his articles "Silence Dogood," and slipped them under the printing house door at night so his brother would not know who wrote them. The following appeared in the *Courant* for June 11, 1722.

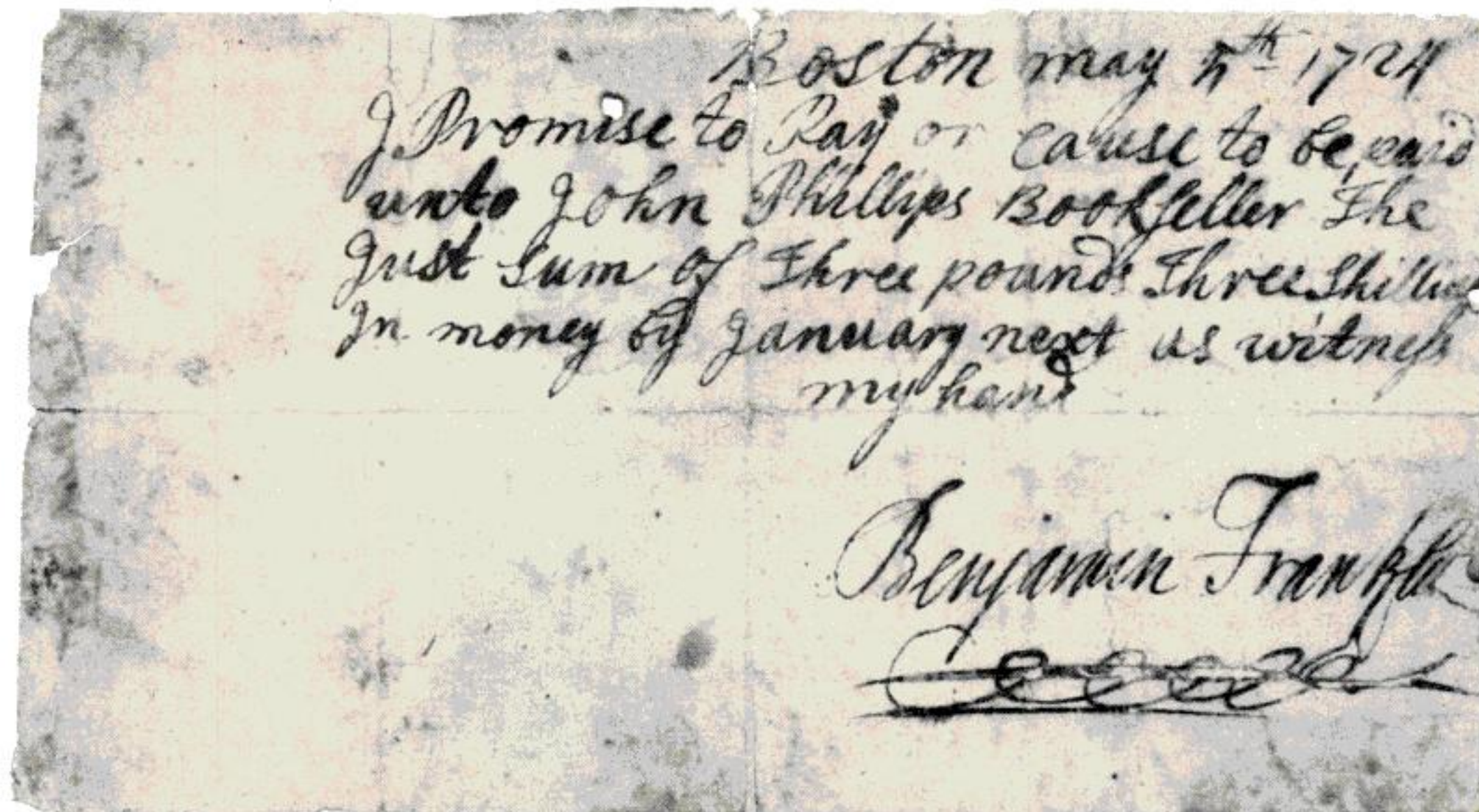
Sir,

Among the many reigning Vices of the Town which may at any Time come under my Consideration and Reprehension, there is none which I am more inclin'd to expose than that of *Pride*. It is acknowledg'd by all to be a Vice the most hateful to God and Man. Even those who nourish it in themselves, hate to see it in others. . . . This Sort of Pride has been growing upon us ever since we parted with our Homespun Cloaths for *Fourteen Penny Stuffs*, &c. . . . I cannot dismiss this Subject without some Observations on a particular Fashion now reigning among my own Sex, the most immodest and inconvenient of any the Art of Woman has invented, namely, that of *Hoop-Petticoats*. . . . These monstrous topsy-turvy *Mortar-Pieces*, are neither fit for the Church, the Hall, or the Kitchen; and if a Number of them were well mounted on Noddles-Island [in Boston Harbor], they would look more like Engines of War for bombarding the Town, than Ornaments of the Fair Sex. . . . I assure you, Sir, I have but little Hopes of perswading my Sex, by this Letter, utterly to

CONTINUED

BIRTHPLACE of Ben on Milk Street, Boston, is shown in old lithograph (left) whose front folds out to reveal cozy fireplace scene. Here Ben's father made candles and soap for a living and one of Ben's brothers was drowned one day "in a Tub of Suds."

FIRST SIGNATURE in Franklin papers is on his promissory note (right) to a bookseller, signed while on a visit to his family. From his infancy Ben wrote, "I was fond of Reading, and all . . . Money that came into my Hands was ever laid out in Books."



relinquish the extravagant Foolery, and Indication of Immodesty, in this monstrous Garb of their's; but I would at least desire them to lessen the Circumference of their Hoops, and leave it with them to consider, Whether they, who pay no Rates or Taxes, ought to take up more Room in the King's High-Way, than the Men, who yearly contribute to the Support of the Government. I am, Sir, Your Humble Servant,

SILENCE DOGOOD

BEN BECOMES A RUNAWAY

Although tied by blood and business, the Franklin brothers did not get along personally. "Perhaps I was too saucy and provoking," wrote Ben. In 1723, aged 17, he decided to seek his own fortune outside his brother's printing shop. What happened then is best told in a famous passage from Franklin's *Autobiography*.

When [my brother] found I would leave him, he took care to prevent my getting Employment in any other Printing-House of the Town, by going round and speaking to every Master, who accordingly refus'd to give me Work. I then thought of going to New York as the nearest Place where there was a Printer: . . . but my Father now siding with my Brother, I was sensible that if I attempted to go openly, Means would be used to prevent me. My Friend Collins therefore undertook to manage a little for me. He agreed with the Captain of a New York Sloop for my Passage, under the Notion of my being a young Acquaintance of his that had got a naughty Girl with Child, whose Friends would compel me to marry her, and therefore I could not appear or come away publicly. So I sold some of my Books to raise a little Money, Was taken on board privately, and as we had a fair Wind in three Days found my self in New York near 300 Miles from home, a Boy of but 17, without the least Recommendation to or Knowledge of any Person in the Place, and with very little Money. . . .

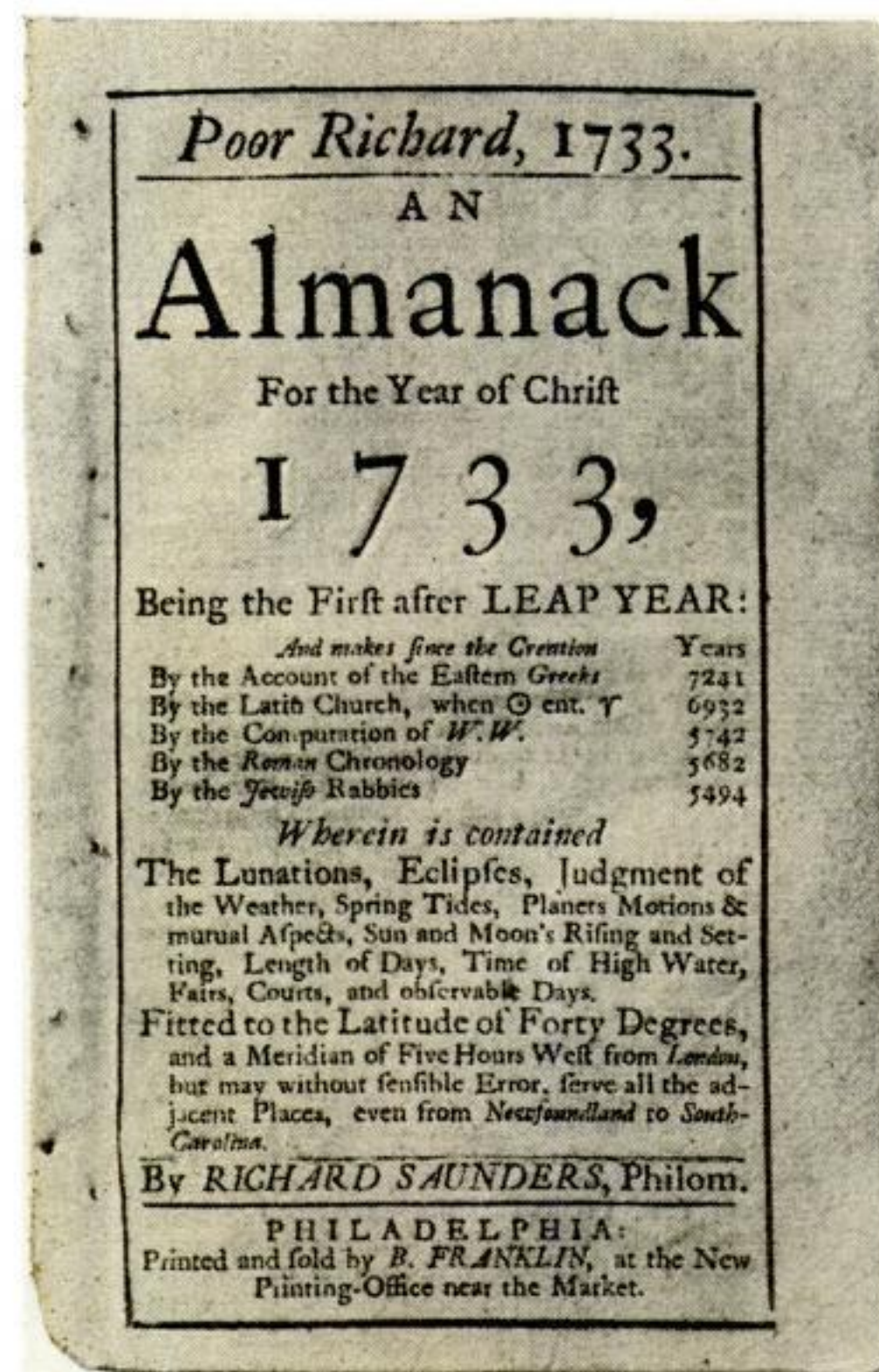
But having a Trade, and supposing myself a pretty good Workman, I offer'd my Service to the Printer of the Place, old Mr. Wm. Bradford. . . . He could give me no Employment, having little to do, and Help enough already: But says he, "My Son at Philadelphia has lately lost his principal Hand . . . if you go thither, I believe he may employ you." Philadelphia was 100 Miles farther. I set out, however, in a Boat for Amboy, leaving my Chest and Things to follow me round by Sea. . . .

[From Perth Amboy] I proceeded on my Journey, on foot, having 50 miles to Burlington, where I was told I should find Boats that would carry me the rest of the Way to Philadelphia. It rain'd very hard all the Day, I was thoroughly soak'd and by Noon a good deal tir'd, so I stopt at a poor Inn, where I staid all Night, beginning now to wish I had never left home. . . . However, I proceeded the next Day, and got in the Evening to an Inn within 8 or 10 Miles of Burlington. . . .

The next Morning [I] reach'd Burlington. But had the Mortification to find that the regular Boats were gone, a little before my coming. . . . Walking in the Evening by the Side of the River, a Boat came by, which I found was going towards Philadelphia, with several People in her.

They took me in, and as there was no wind, we row'd all the Way; and about Midnight not having yet seen the City, some of the Company were confident we must have pass'd it, and would row no farther . . . so we put towards the Shore, got into a Creek, landed near an old Fence, with the Rails of which we made a Fire, the Night being cold, in October, and there we remain'd till Daylight. Then one of the Company knew the Place to be Cooper's Creek a little above Philadelphia, which we saw as soon as we got out of the Creek, and arriv'd there about 8 or 9 a Clock, on the Sunday morning, and landed at the Market street Wharff. . . . I was dirty from my Journey; my Pockets were stuff'd out with Shirts and Stockings. . . . I was very hungry, and my whole Stock of Cash consisted of a Dutch Dollar and about a Shilling in Copper. . . .

I walked up the Street, gazing about, till near the Market House I met a Boy with Bread. I had made many a Meal on Bread, and, inquiring where he got it, I went immediately to the Baker's he directed me to in second Street; and ask'd for Bisket, intending such as we had in Boston, but they it seems were not made in Philadelphia. Then I asked for a three-penny Loaf, and was told they had none such: so not considering or knowing the Difference of Money and the greater Cheapness nor the Names of his Bread, I bad him give me three penny worth of any sort. He gave me accordingly three great Puffy Rolls. I was surpriz'd at the Quantity, but took it, and having no room in my Pockets, walk'd off, with a Roll under each Arm, and eating the other. Thus I went up Market Street as far as fourth Street, passing by the Door of Mr. Reed, my future



PAGE ONE of the first edition of *Poor Richard's Almanack*, which brought Franklin much fame and profit, is shown at left in unique copy that is now owned by the Rosenbach Foundation, Philadelphia.

HAND PRESS used in James Franklin's printing shop, where Ben learned the trade, is pictured on the opposite page against enlarged page of the Boston newspaper for which he wrote at the age of 16.

Wife's Father, when she standing at the Door saw me, and thought I made as I certainly did a most awkward ridiculous Appearance. Then I turn'd and went down Chestnut Street and part of Walnut Street, eating my Roll all the Way, and coming round found my self again at Market Street Wharff, near the Boat I came in, to which I went for a Draught of the River Water. . . .

Thus refresh'd I Walk'd again up the Street, which by this time had many clean dress'd People in it who were all walking the same Way; I join'd them, and thereby was led into the great Meeting House of the Quakers near the Market. I sat down among them, and after looking round a while and hearing nothing said, being very drowsy thro' Labour and want of Rest the preceding Night, I fell fast asleep, and continu'd so till the Meeting broke up, when one was kind enough to rouse me. This was therefore the first House I was in or slept in, in Philadelphia.

JUSTICE FOR A CARD CHEAT

Ben's obvious talents and eagerness to get ahead quickly won him a job in Philadelphia, and he decided to go on to England to prepare to start his own business. He worked as a printer in London for more than a year. On his homeward voyage he kept a journal which reveals his increasing competence as a reporter.

Friday, August 19 [1726]
 . . . Yesterday complaints being made that a Mr. G---n one of the passengers had with a fraudulent design marked the cards, a Court of Justice was called immediately, and he was brought to his trial in form. . . .

The evidence was plain and positive, the prisoner could not deny the fact, but replied in his defence, that the cards he marked were not those we commonly played with, but an imperfect pack, which he afterwards gave to the cabin-boy. . . . But another evidence being called, deposed that he saw the prisoner in the main top one day when he thought himself unobserved, marking a pack of cards on the backs, some with the print of a dirty thumb, others with the top of his finger, &c. . . . The jury brought him in guilty, and he was condemned to be carried up to the round top, and made fast there in view of all the ship's company during the space of three hours, that being the place where the act was committed, and to pay a fine of two bottles of brandy. But the prisoner resisting authority, and refusing to submit to punishment, one of the sailors stepped up aloft and let down

TEXT CONTINUES ON P. 117
 AFTER COLOR PORTFOLIO

New-

From M

To the Venerable

SIR,



made my Addressee to several
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have been very civilly ent
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ON A Y September 20. 1723

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Capt. Lethered, w
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hear Mr. Johnson i

On Thursday la
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Newbury preach'd
On Tuesday Night
to this Place, w
Flatts at Harwich,
get off again. Wes
Master's Name.

Last Week two
were brought in
Fisherman, who too
when they came
of Trading.

We have Advice
has now on board
dians.

Custom-House

Enter

Wharfe from N
Lothrop from C
Glanfield from C
nia, Viscount from
jersey, Curtis from
thered and Ruggl
from Newcastle.

Clea

Cross for New
Long Island, Mas
Hardy for Bristol

Ourw

Friend for Norr
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ADVE

To Sol

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that are minded to p
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Boston.

§§ Whereas on
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have them again, pay

the Swing-Bridge, or

have them again, pay

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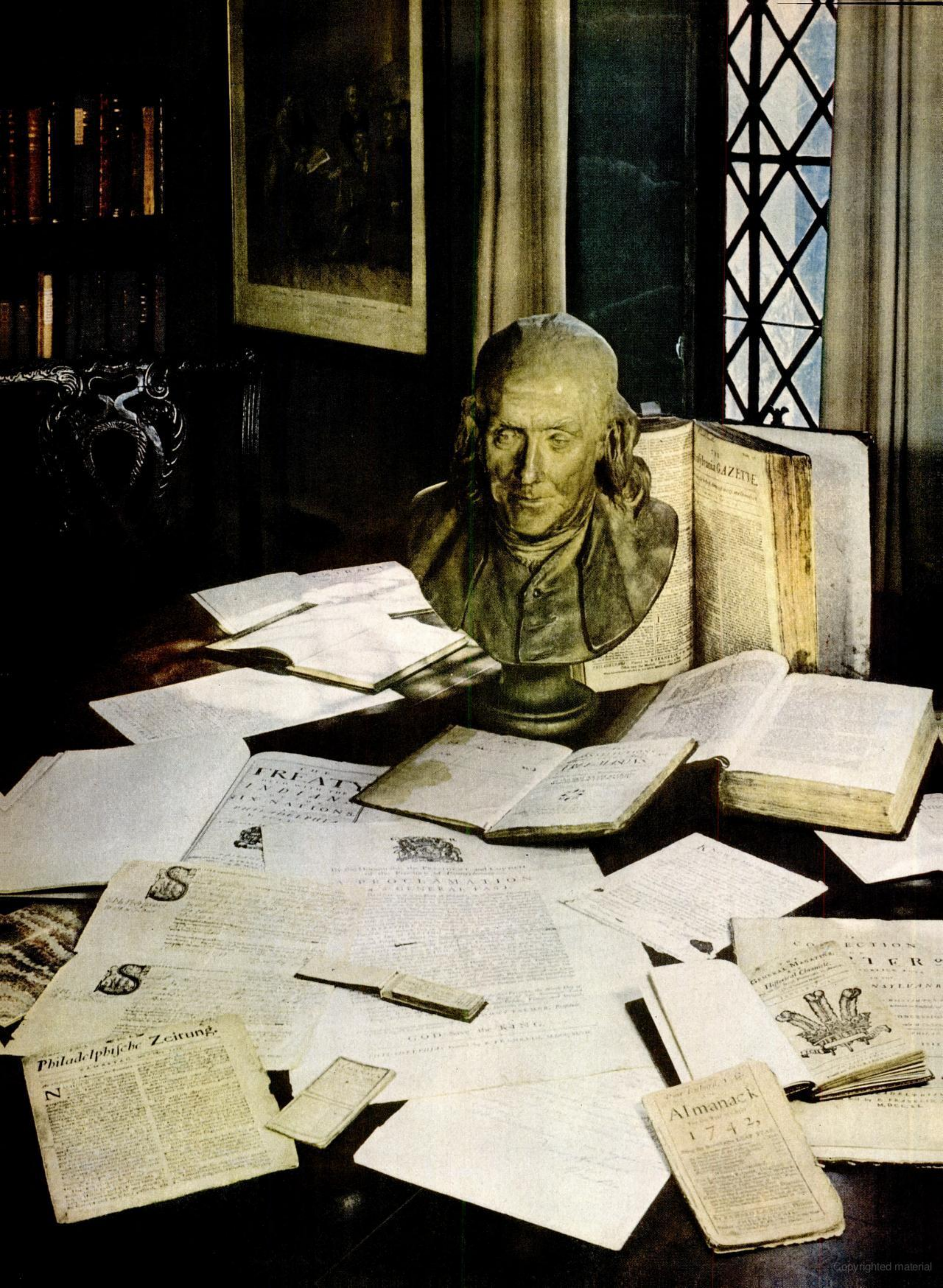
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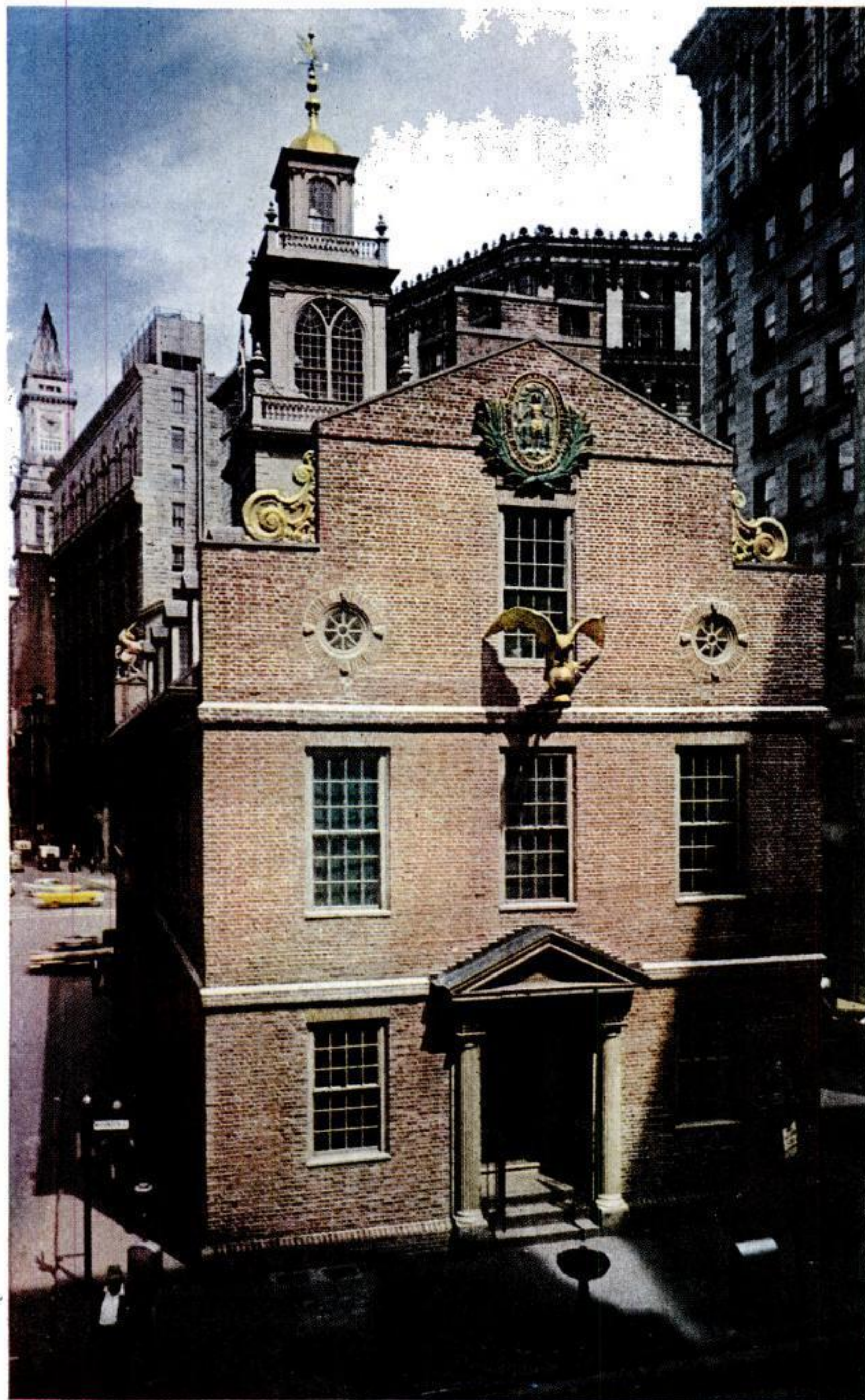


A hard-working subject of the British crown

Before Franklin was 30 years old he had the biggest and fastest growing printing business in the American colonies. As the public printer for Pennsylvania, New Jersey and Delaware, he had a virtual monopoly on printing their laws and documents. As a newspaper publisher he won a circulation war by becoming postmaster of Philadelphia. (Since postal riders delivered his newspapers, this gave him an advantage.) He also supplied capital to and shared earnings of leading printers in New York, New

Haven, Charleston, and even West Indian islands like Antigua and Jamaica.

His success as a printer gave Franklin a solid financial base for his later and greater career in science and public affairs. In 1748, aged 42, he retired from commercial printing, turned over management of his business to a partner, David Hall. Until 1766 this arrangement paid Franklin an average £167 a year, which was probably doubled by his other investments. By colonial standards he was thus a rich man.



OLD STATE HOUSE in downtown Boston was a familiar sight to Franklin, whose brother's printing office stood nearby. The gilded

American eagle was put up after the Revolution. British symbols, shown in detail at right, are on stepped gables at other end of building.

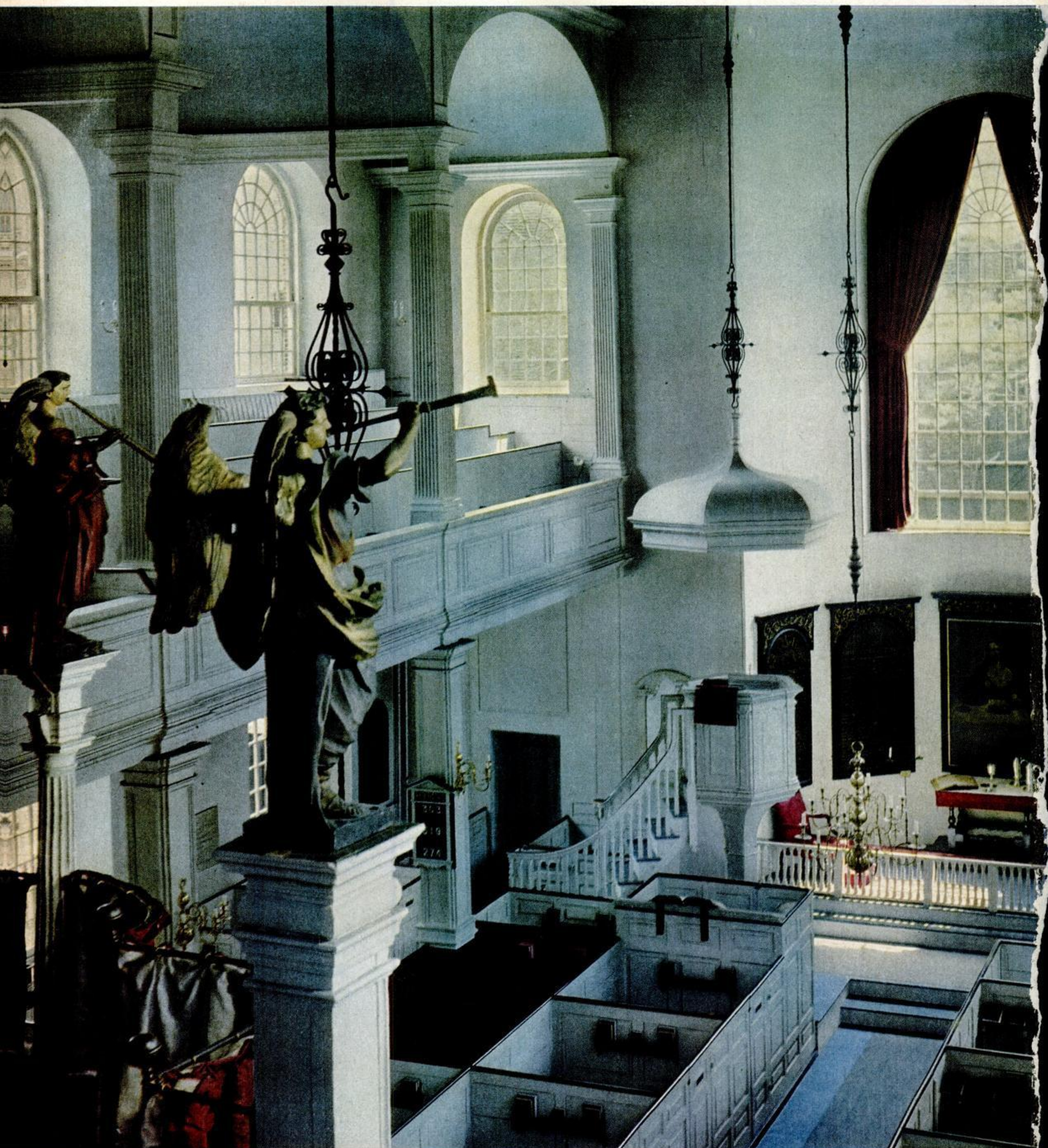


ROYAL ANIMALS on Massachusetts State House (left) proclaimed British rule over Boston when Franklin was growing up. English lion and Scottish unicorn became joint emblems of crown when James I became King of England and Scotland in 1603.



VARIED OUTPUT of Franklin's press (opposite) surround bust at Yale Library. Included are his newspaper, the *Pennsylvania Gazette*, almanacs, Masonic manual, translation of Cato, and 1741 magazine (plumed frontispiece, right).

Ben's Boston background: stately churches and



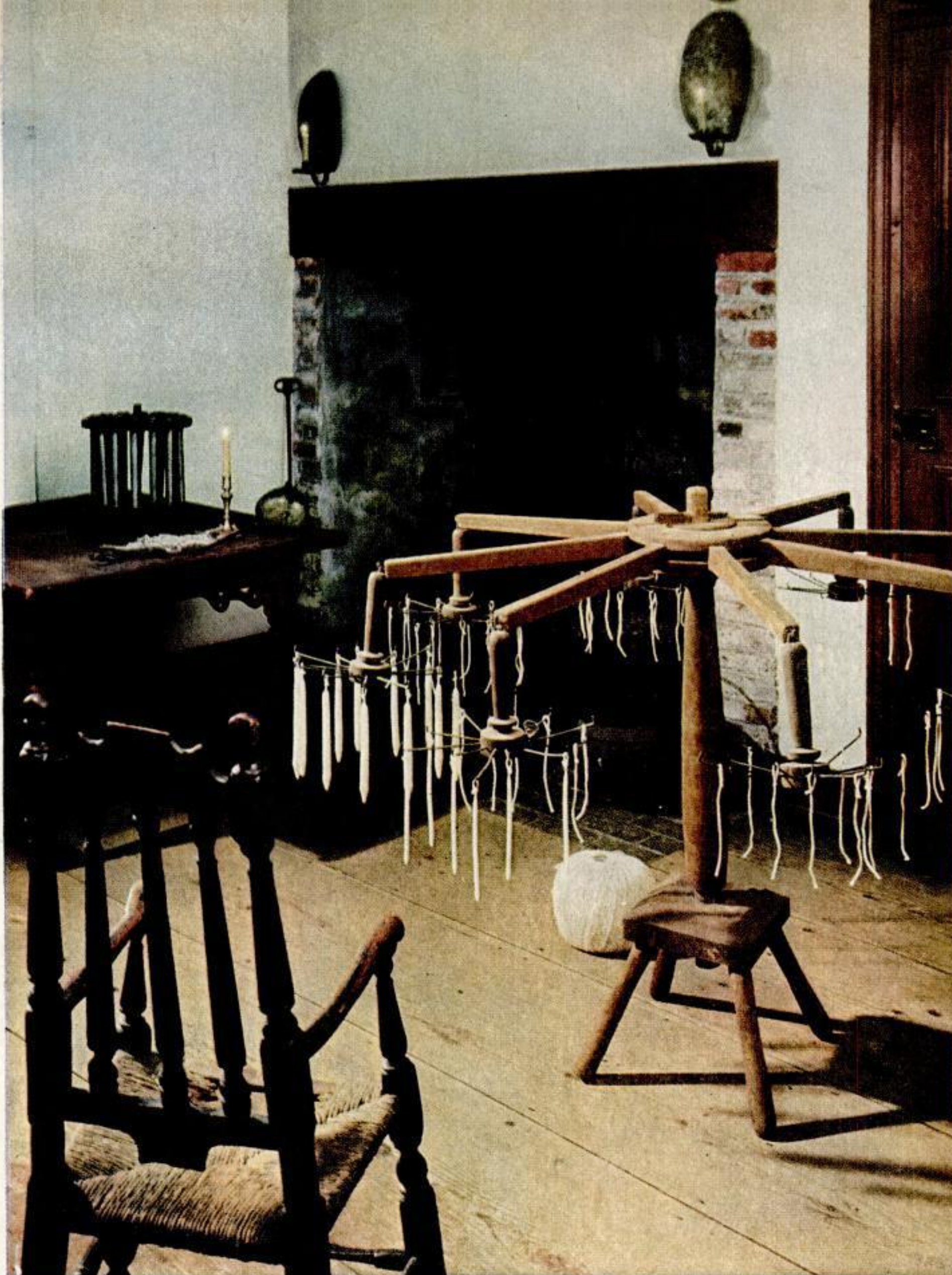
CHRIST CHURCH, also called Old North, was built in 1723, the year Franklin ran away from Boston. But he knew it well, for his favorite sister lived next door and he often visited her in later years. The cherubim in the choir loft are

carvings from a French ship which was captured in 1746 by a junior warden of the church who was also a privateer. Another member, Paul Revere, had lanterns hung from the steeple to warn of the British raid on Lexington in 1775.

candlemaking

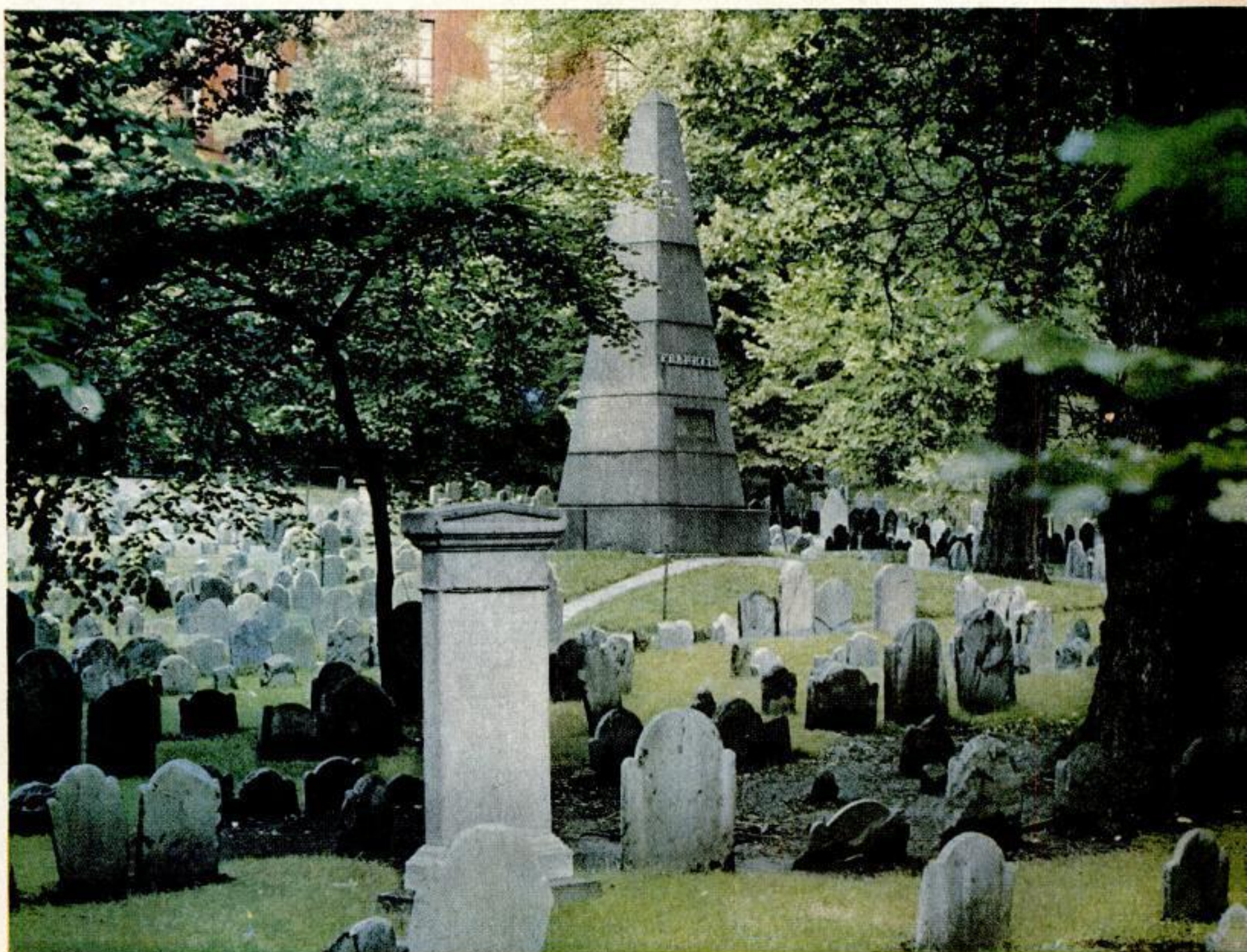


BEN'S PARENTS lie under obelisk in Old Granary Burial Ground with their son's epitaph: "a pious and prudent man; a discreet and virtuous woman."



FATHER'S TRADE, candlemaking, which gave Ben his first full-time job, was done with this device, shown in Pierce-Hichborne house. Cotton wicks tied

to revolving frame were dipped in tubs of tallow. High chair in foreground, once owned by Franklin neighbors, is believed to have been one Ben sat in.

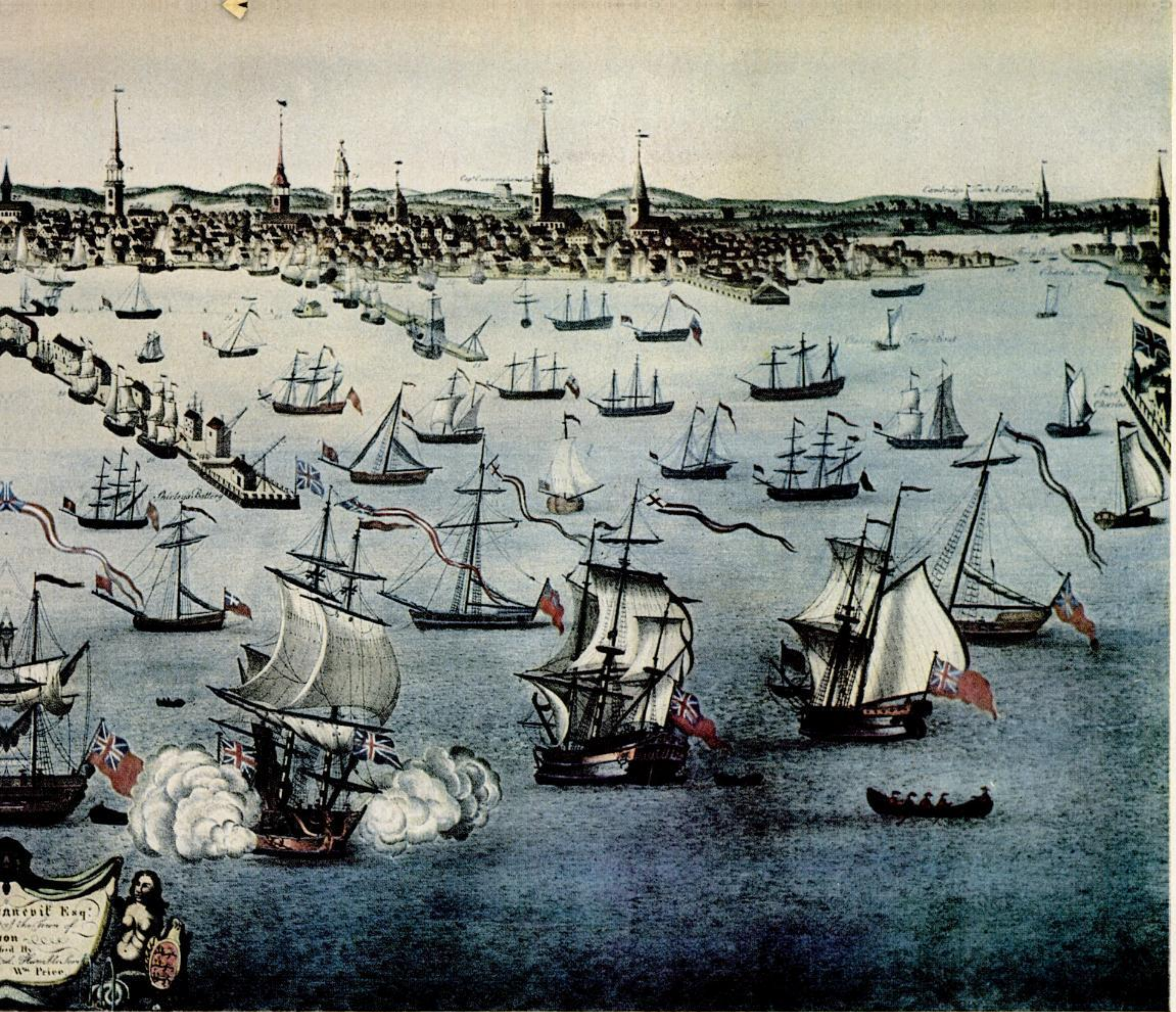




BUSY BOSTON is saluted by guns of the Royal Navy in early view above. Church steeples dominate the land while several forts guard the harbor. In Franklin's boyhood, Boston, with some 10,000 inhabitants, was the most populous city in British America and a military headquarters in wars against the French.

The two colonial cities





that molded his career

BOOMING PHILADELPHIA (below) was fast catching up with Boston when Franklin arrived. By 1775 it had 40,000 people and was larger than any city in England except London. Market Street wharf, where Ben landed, is at center, and the Quaker meetinghouse, where he slept, is marked 17 in the painting.





THE "MONTCLAIR" SOFA

Treasures in Traditional Styling

There's something warm and wonderfully friendly about traditional styling . . . always new, never old . . . and all yours to enjoy in new peaks of elegant comfort when you choose from the many sofas in the Kroehler

Traditional collection. Very specially priced. Outstanding values. Select now from an exciting array of delicious new fabrics and decorator colors. See your Kroehler dealer now!

YOU CAN BE CONFIDENT WITH

KROEHLER

Naperville, Illinois • Stratford, Ontario



THE "CORONET" SOFA



THE "BARCLAY" SOFA

FRANKLIN CONTINUED

a rope to us, which we with much struggling made fast about his middle and hoisted him up into the air, sprawling, by main force. We let him hang, cursing and swearing, for near a quarter of an hour; but at length he crying out murder! and looking black in the face, the rope being overtort about his middle, we thought proper to let him down again; and our mess have excommunicated him till he pays his fine, refusing either to play, eat, drink, or converse with him.

Thursday, August 25

Our excommunicated ship-mate thinking proper to comply with the sentence the court passed upon him, and expressing himself willing to pay the fine, we have this morning received him into unity again. Man is a sociable being, and it is for aught I know one of the worst of punishments to be excluded from society.

HOW TO RUN A NEWSPAPER

At 22 Franklin and another young printer, Hugh Meredith, set up their own business and soon bought from a former employer a recently established weekly newspaper with the awkward title of the *Universal Instructor in all Arts and Sciences: and Pennsylvania Gazette*. Franklin promptly shortened this to *The Pennsylvania Gazette*. The following announcement appeared in the first issue under his management, Oct. 2, 1729.

There are many who have long desired to see a good News-Paper in Pennsylvania; and we hope those Gentlemen who are able, will contribute towards the making This such. We ask Assistance, because we are fully sensible, that to publish a good News-Paper is not so easy an Undertaking as many People imagine it to be. The Author of a Gazette (in the Opinion of the Learned) ought to be qualified with an extensive Acquaintance with Languages, a great Easiness and Command of Writing and Relating Things cleanly and intelligibly, and in few Words; he should be able to speak of War both by Land and Sea; be well acquainted with Geography, with the History of the Time, with the several Interests of Princes, and States, the Secrets of Courts, and the Manners and Customs of all Nations. Men thus accomplish'd are very rare in this remote Part of the World; and it would be well if the Writer of these Papers could make up among his Friends what is wanting in himself. . . .

THE UNLUCKY CONSTABLE

Franklin soon bought out his partner Meredith and made the *Gazette* the most readable, and perhaps the most profitable, newspaper in Colonial America. Lighter items were not neglected, as shown by one that appeared in the issue of June 24, 1731.

Sure some un auspicious cross-grain'd Planet, in Opposition to Venus, presides over the Affairs of Love about this Time. For we hear, that on Tuesday last, a certain C-n-table having made an Agreement with a neighbouring Female, to *Watch* with her that Night; she promised to leave a Window open for him to come in at; but he going his Rounds in the dark, unluckily mistook the Window, and got into a Room where another Woman was in bed, and her Husband it seems lying on a Couch not far distant. The good Woman perceiving presently by the extraordinary Fondness of her Bedfellow that it could not possibly be her Husband, made so much Disturbance as to wake the good Man; who finding somebody had got into his Place without his Leave, began to lay about him unmercifully; and 'twas thought, that had not our poor mistaken Galant, call'd out manfully for Help (as if he were commanding Assistance in the King's Name) and thereby raised the Family, he would have stood no more Chance for his Life between the Wife and Husband, than a captive L— between two Thumb Nails.

ON TALKING TOO MUCH

Gradually Franklin developed a pithy, moralizing, no-nonsense style of his own which was highly popular with his practical-minded readers. The following from the *Gazette* of Oct. 15, 1730 is almost a complete guide to the art of diplomacy, at home or abroad.

To *please* in *Conversation* is an Art which all People believe they understand and practise, tho' most are ignorant or deficient in it. . . . The two grand Requisites in the Art of Pleasing, are *Complaisance* and *Good Nature*. *Complaisance* is a seeming preference of others to our

CONTINUED



This is it! The paper napkin most like linen!

Gleaming like linen on your table—

double-thick Scotkins® protect like linen, too!

There's no shredding, no using two or three

... even with the butteriest foods. Just one Scotkin stays linen-strong all meal long.

Luncheon or dinner size in the polka-dot box.



ONE PAPER NAPKIN YOU DON'T NEED THREE OF!

Cheese for pleasin' someone special



*this Swiss with the
fresh-cut taste*

He'll say nut-rich Kraft Natural Swiss makes the greatest snacks with beverages. It's his flavor choice for cheese sandwiches, too. And salads tempt him more fixed with this man-style Swiss from Kraft!

Pamper him with plenty. Kraft's special package guards the fresh-cut-tastin' goodness of every morsel.



NATURALLY FROM **KRAFT**
the finest of Natural Cheeses

FRANKLIN CONTINUED

selves; and *Good Nature* a Readiness to overlook or excuse their Foibles, and do them all the Services we can. . . . Above all, we should mark out those Things which cause Dislike, and avoid them with great Care. The most common amongst these is, *talking overmuch*, and robbing others of their Share of the Discourse. This is not only Incivility but Injustice, for every one has a natural Right to speak in turn. . . . Beside, great Talkers usually leap from one thing to another with so much rapidity, and so ill a Connection, that what they say is a mere Chaos of Noise and Nonsense; . . . The contrary Fault to this, and almost as disobliging, is that of seeming wholly unconcerned in Conversation, and bearing no other Part in the Discourse than a *No* or *Yes* sometimes, or an *Hem*, or perhaps a *Nod* only. . . . Such is the Vanity of Mankind, that minding what others say is a much surer Way of pleasing them than talking well our selves. . . .

A MOTHER-IN-LAW'S ADVERTISEMENT

On Sept. 1, 1730 Franklin married Deborah Read, the girl who had laughed at him on his first arrival in Philadelphia. Deborah's widowed mother moved in with the couple and added to the family income, as shown by the following from the *Gazette* for Aug. 19, 1731.

The Widow Read, removed from the upper End of Highstreet to the New Printing-Office near the Market, continues to make and sell her well-known Ointment for the ITCH, with which she has cured abundance of People in and about this City for many Years past. . . . It also kills or drives away all Sorts of Lice in once or twice using. It has no offensive Smell, but rather a pleasant one; and may be used without the least Apprehension of Danger, even to a sucking Infant, being perfectly innocent and safe. Price 2s. a Gally-pot containing an Ounce; which is sufficient to remove the most inveterate Itch, and render the Skin clear and smooth. She also continues to make and sell her excellent *Family Salve*, or Ointment, for Burns or Scalds, (Price 1s. an Ounce) and several other Sorts of Ointments and Salves as usual. . . .



YOUNG PRINTER, Franklin (left) is visited by dandified

THE BIRTH OF POOR RICHARD

Almanacs were best-sellers in Colonial America, and in 1732 Franklin introduced his own, writing the weather forecasts himself and signing himself "Richard Saunders." He also "filled all the little Spaces that occur'd between the Remarkable Days in the Calendar with Proverbial Sentences, chiefly such as inculcated Industry and Frugality. . . ." This feature soon made *Poor Richard* the most popular almanac in the British Colonies, with a sale of at least 10,000 copies a year.

Courteous Reader,

I might in this place attempt to gain thy Favour, by declaring that I write Almanacks with no other View than that of the publick Good; but in this I should not be sincere; and Men are now adays too wise to be deceiv'd by Pretences how specious soever. The plain Truth of the Matter is, I am excessive poor, and my Wife, good Woman, is, I tell her, excessive proud; she cannot bear, she says, to sit spinning in her Shift of Tow, while I do nothing but gaze at the Stars; and has threatned more than once to burn all my Books and Rattling-Traps (as she calls my Instruments) if I do not make some profitable Use of them for the good of my Family. The Printer has offer'd me some considerable share of the Profits, and I have thus begun to comply with my Dame's desire. . . .

R. SAUNDERS

THE DEATH OF A SON

Franklin had two sons: William, born illegitimately, who was raised in his father's household and was the Tory governor of New Jersey at the start of the Revolution; and Deborah's son Francis ("Franky")

who died when only 4 years old. This latter event is recorded in a poignant paragraph in the *Gazette*, Dec. 30, 1736.

Understanding 'tis a current Report, that my Son *Francis*, who died lately of the Small Pox, had it by Inoculation; and being desired to satisfy the Publick in that Particular; inasmuch as some People are, by that Report . . . deter'd from having that Operation perform'd on their Children, I do hereby sincerely declare, that he was not inoculated, but receiv'd the Distemper in the common Way of Infection: And I suppose the Report could only arise from its being my known Opinion, that Inoculation was a safe and beneficial Practice; and from my having said among my Acquaintance, that I intended to have my Child inoculated, as soon as he should have recovered sufficient Strength from a Flux with which he had been long afflicted.

A FREEDOM-LOVING PROFESSION

As Franklin's business grew he expanded to other colonies, establishing partnerships with other printers in Charleston, New York, New Haven and in the West Indies, all of which increased his profits and widened his influence. But he never forgot that a newspaperman's first job was to report news fairly and present both sides of controversial issues. The following argument for a free and impartial press appeared in the *Gazette*, July 24, 1740.



Philadelphia officials who offer to help him start own business.

It is a Principle among Printers, that when Truth has fair Play, it will always prevail over Falshood; therefore, though they have an undoubted Property in their own Press, yet they willingly allow, that any one is entitl'd to the Use of it, who thinks it necessary to offer his Sentiments on disputable Points to the Publick, and will be at the Exence of it. If what is thus publish'd be good, Man-kind has the Benefit of it: If it be bad . . . the more 'tis made publick, the

more its Weakness is expos'd, and the greater Disgrace falls upon the Author . . . who is at the same Time depriv'd of an Advantage he would otherwise without fail make use of, *viz.*, of Complaining, *that Truth is suppress'd, and that he could say MIGHTY MATTERS, had he but the Opportunity of being heard.*

HOW TO INCREASE THE POPULATION

Some time in the 1740s Franklin dashed off a short squib to amuse his friends called "The Speech of Polly Baker." Purporting to be a news report of an actual case in Connecticut, it was printed as fact in many English, Irish and American newspapers and also in the leading magazine of the world, *Gentleman's Magazine* of London. It was the most widely read of any early Franklin writing, and was praised by Voltaire and other European sophisticates, yet Franklin did not reveal his authorship until he was quite an old man.

The Speech of Miss Polly Baker before a Court of Judicature, at Connecticut near Boston in New-England; where she was prosecuted the fifth Time, for having a bastard child: Which influenced the Court to dispense with her Punishment, and induced one of her Judges to marry her the next Day, by whom she has had fifteen Children. "May it please the honourable bench to indulge me in a few words: I am a poor unhappy woman, who have no money to fee lawyers to plead for me, being hard put to it to get a tolerable living. . . . Abstracted from the law, I cannot conceive (may it please your honours) what the nature of my offence is. I have brought five fine children into the world, at the risque of my life; I have maintain'd them well by my own industry, without burthening the township, and would have done it better, if it had not been for the heavy charges and fines I have paid. Can it be a crime (in the nature of things I mean) to add to the number of the king's subjects, in a new country that really wants people? . . .

"I have debauched no other woman's husband, nor enticed any

CONTINUED

MEN OF
AMERICA:

HURRICANE ALERT

Live-action shots—U. S. Weather Bureau



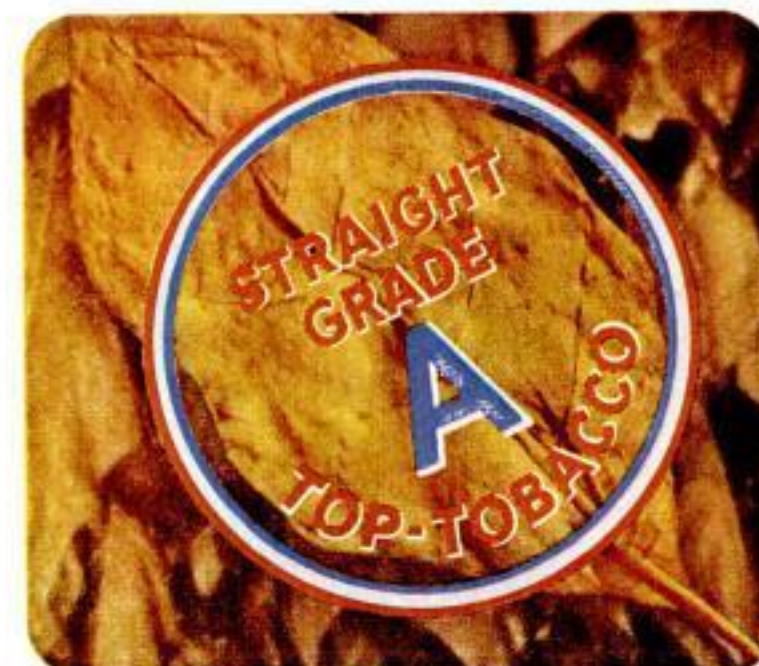
Gale wind rages, foaming breakers roar!

Radar warning—storm will hit our shore!



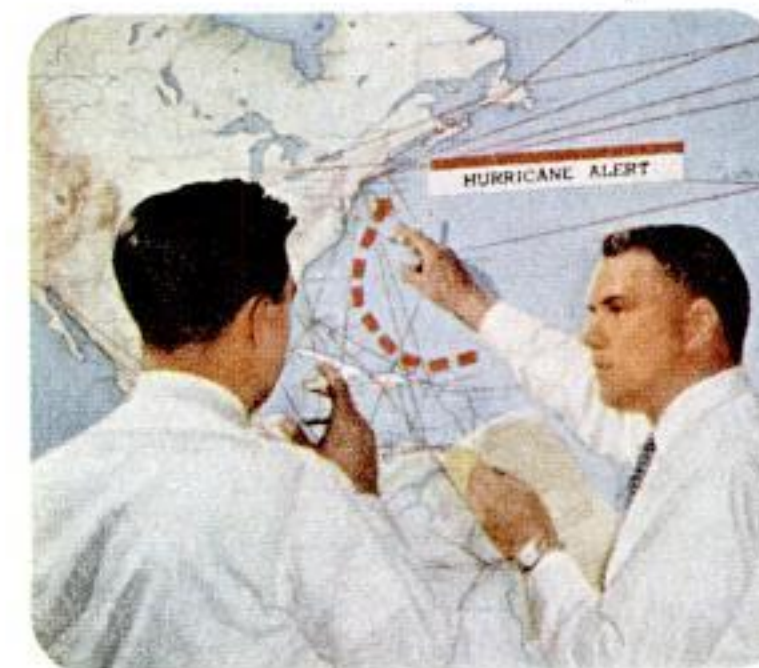
Checking on the weather, you'll find a man . . .

Takes big pleasure when and where he can . . . Chesterfield King!



Top-tobacco filter action . . .

Tops in friendly satisfaction!



Join the men who know—NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO

CHESTERFIELD KING

© Liggett & Myers Tobacco Co.

Which one is the Dromedary Gingerbread?



Not this!
Pale color means
pale taste!

This gingerbread was baked with another mix. If you like a bland appearance and mild flavor, this is the kind of gingerbread for you—but it won't satisfy a *real* gingerbread appetite.

Compare the Color! Compare the Texture!
Compare the Taste!



This is the real,
dark, hearty
gingerbread

that you get *only* from Dromedary. It's loaded with golden-brown molasses and tangy Jamaica ginger for that *true*, old-fashioned gingerbread taste. Real gingerbread texture, too!

Only Dromedary Mix gives you
real old-time gingerbread taste!



One quick glance tells you which is the *real* gingerbread. Dromedary's darker, richer color means deeper, heartier flavor. And only Dromedary Gingerbread gives you such old-fashioned goodness with just one minute's mixing time.

P.S.

Delight your family with
DROMEDARY POUND CAKE

Get real homemade taste no "store boughts" can match. Stays fresh longer than almost any other cake you can bake!



FRANKLIN PAPERS' EDITORS Leonard W. Labaree and Whitfield J. Bell Jr. (rear) examine items collected at Yale from 325 owners in 14 nations.

FRANKLIN CONTINUED

youth; these things I never was charg'd with, nor has any one the least cause of complaint against me, unless, perhaps, the minister or justice, because I have had children without being married, by which they have missed a wedding fee. . . . I appeal to your honours. You are pleased to allow I don't want sense; but I must be stupefied to the last degree, not to prefer the honourable state of wedlock to the condition I have lived in. I always was, and still am willing to enter into it; and doubt not my behaving well in it, having all the industry, frugality, fertility, and skill in economy appertaining to a good wife's character. . . .

"You believe I have offended heaven, and must suffer eternal fire: Will not that be sufficient? . . . I own, I do not think as you do; for . . . how can it be believed, that heaven is angry at my having children, when to the little done by me towards it, God has been pleased to add his divine skill and admirable workmanship in the formation of their bodies, and crown'd it by furnishing them with rational and immortal souls?

"Forgive me, gentlemen, if I talk a little extravagantly on these matters; I am no divine, but if you, gentlemen, must be making laws, do not turn natural and useful actions into crimes, by your prohibitions. But take into your wise consideration the great and growing number of batchelors in the country, many of whom, from the mean fear of the expences of a family, have never sincerely and honourably courted a woman in their lives; and by their manner of living, leave unproduced (which is little better than murder) hundreds of their posterity to the thousandth generation. Is not this a greater offence against the publick good, than mine? Compel them, then, by law, either to marriage, or to pay double the fine of fornication every year. What must poor young women do, whom custom hath forbid to solicit the men, and who cannot force themselves upon husbands, when the laws take no care to provide them any; and yet severely punish them if they do their duty without them; the duty of the first and great command of nature, and nature's God, *encrease and multiply*; A duty, from the steady performance of which, nothing has been able to deter me; but for its sake, I have hazarded the loss of the publick esteem, and have frequently endured publick disgrace and punishment; and therefore ought, in my humble opinion, instead of a whipping, to have a statue erected to my memory."

IN A FUTURE ISSUE

PART TWO: BEN THE BOOSTER



SIMCA DELUXE

The SIMCA DeLuxe comes fully equipped for only \$1698*

The SIMCA DeLuxe is the roomiest, most responsive, most powerful of all leading imported cars. It comes with heater, defroster, 4-speed drive, automatic choke, electric windshield wipers, oil filter, directional signals, gas gauge, and even a resettable daily mileage indicator as standard equipment, all for \$1698*!

And SIMCA is a front-engine car. That means better balance, greater driving stability. There's room for 5 passengers, not just 4. Plenty of room for luggage. As for styling, just look. It's beautiful.

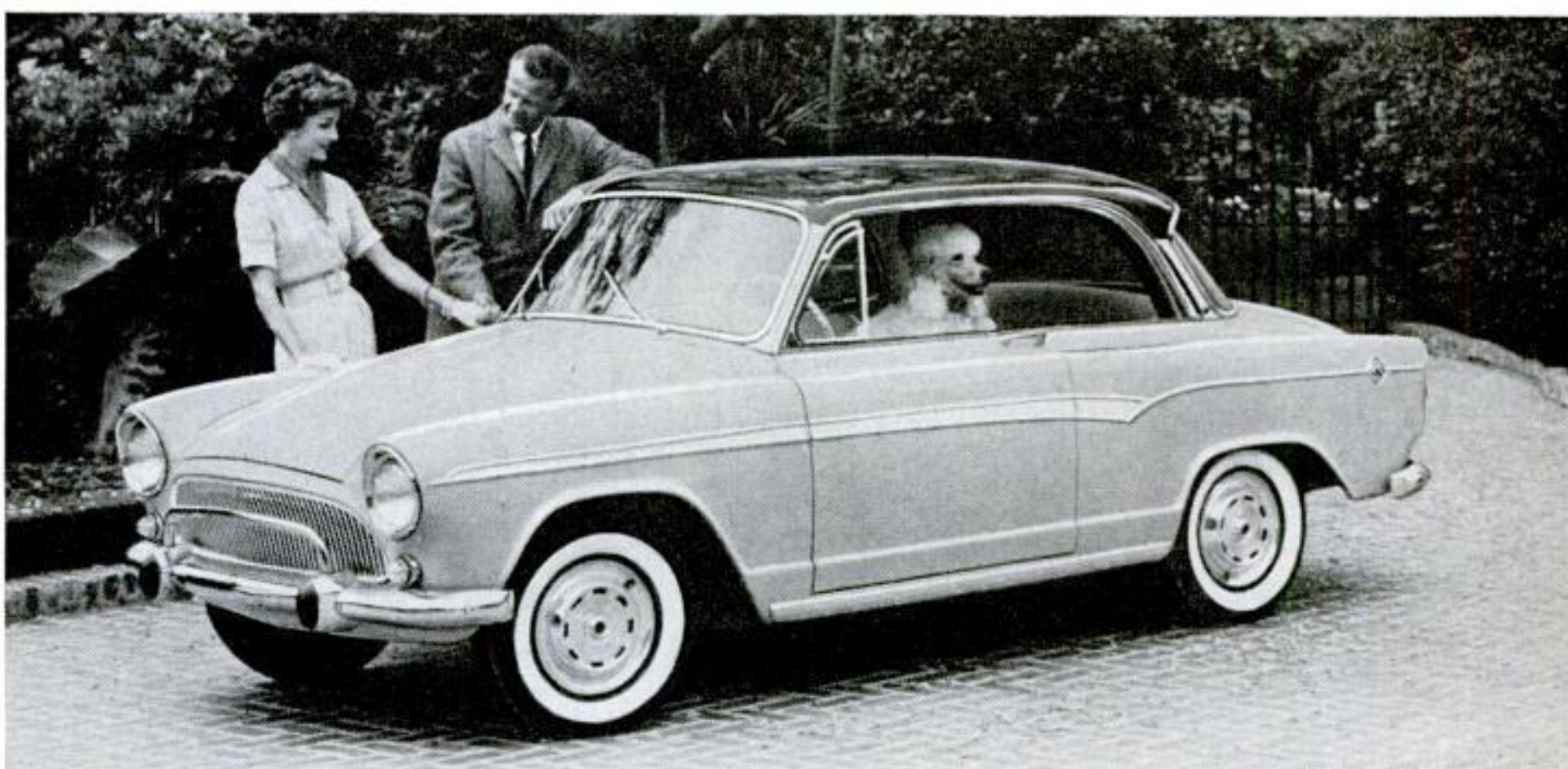
How good is this car? Foreign Cars Illustrated said SIMCA has "the finest performance of any non-sporting vehicle we've tested." Speed Age said "SIMCA's fantastic road-holding ability is second to none." Another leading publication said SIMCA "will outperform anything else in its price class." Floyd Clymer, leading automotive writer-publisher reported, "excellent gas economy, as high as 42 miles per gallon at 35 MPH average."

All true enough. But to top it off, SIMCA's low initial cost, low maintenance cost, and incredible gasoline economy can save you hundreds of dollars a year. Why don't you get the whole story, test drive and all? Just ask your dealer. It's as easy as that!

**P. O. E. East and Gulf Coasts. Inland freight and local taxes extra.*



SIMCA ELYSEE SEDAN This graceful 4-door sedan features a new sports style grille, and greatly increased glass area all around. Its 48-horsepower engine is mounted up front, for the best balance, and maximum driving stability.



SIMCA GRAND LARGE HARDTOP Stunning sister model to the Elysee, the Grand Large is the only authentic hardtop in the imported economy car field. Every SIMCA extra is built-in, including luxurious reclining front seats.

IMPORTED CAR COMPARISON CHART						
	SIMCA	CAR "V"	CAR "F"	CAR "R"	CAR "M"	CAR "P"
Horsepower	48	36	43	32	37	36
Wheelbase	96.2"	94.5"	92.1"	89"	86"	87"
Length	162"	160.2"	154.3"	155"	148"	149.8"
Width	61.3"	60.6"	57.7"	60.0"	61.0"	60.8"
Weight (lbs.)	2050	1565	1940	1397	1652	1765
Forward gears	4	4	4	3	4	3

Here's a quick summary of leading imported car facts. All the important features are compared. Which would you choose as the best value?

REGULAR AIR FREIGHT PARTS SHIPMENTS TO OVER 1000 SIMCA DEALERS THROUGHOUT THE U. S. AND CANADA




SIMCA

IMPORTED FROM PARIS BY CHRYSLER



GILBEY'S THE BEST NAME IN GIN AND VODKA

 VODKA 80 & 100 PROOF DISTILLED FROM 100% GRAIN. W. & A. GILBEY, LTD., CINCINNATI, OHIO. GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.



Gina Plays the Queen of Sheba

CONTINUED ON NEXT PAGE

International Pizza Week October 11 - 17

SAVE 5¢

on every package of
America's **LARGEST SELLING Pizza**

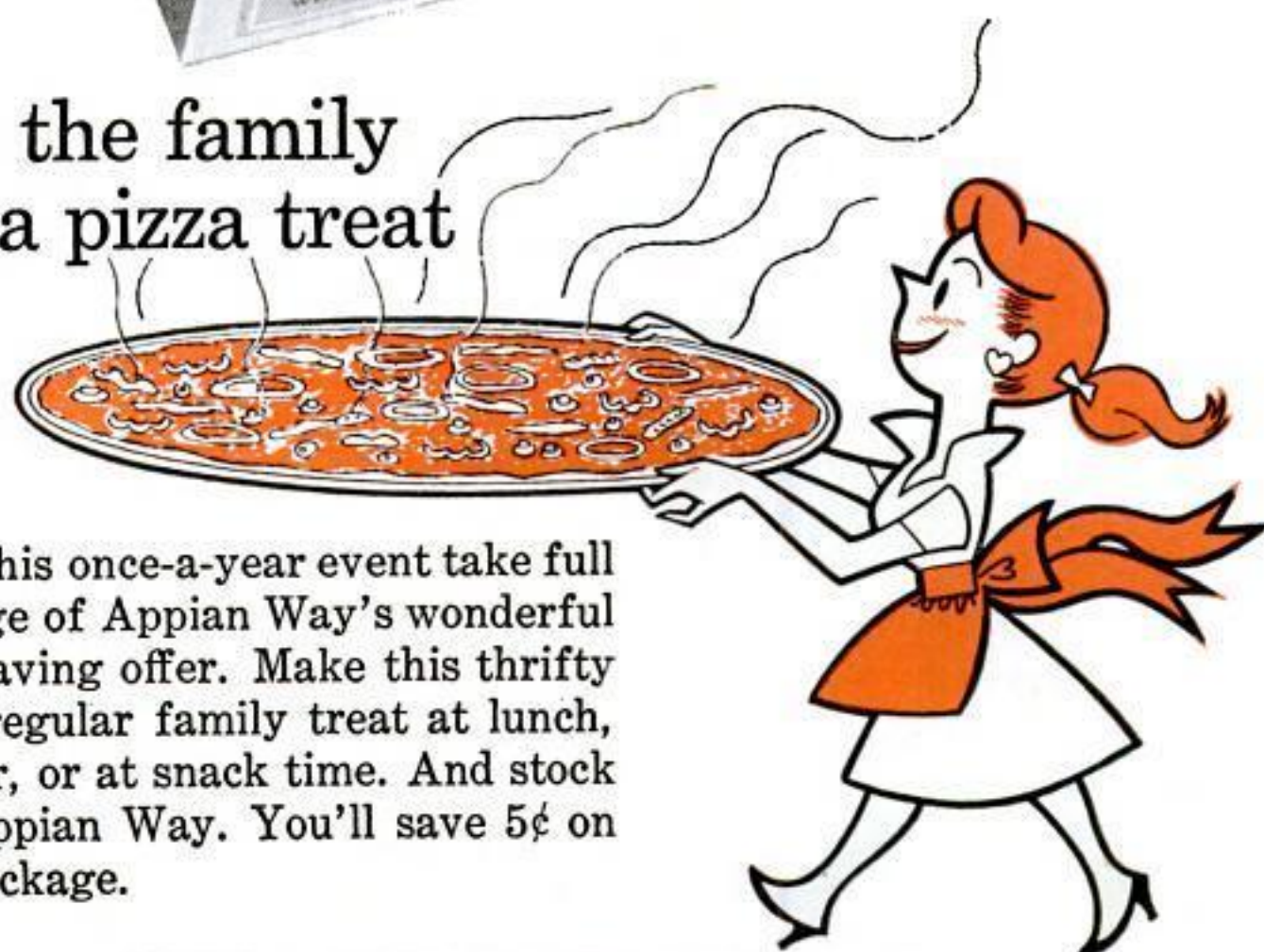
APPIAN WAY
the original Pizza
MIX and SAUCE

SPECIAL OFFER! 5¢ OFF reg. price

COMPANY COMIN' Have your pizza all ready to bake. Be a guest at your own party. Wait before-hand pre-prepare your APPIAN WAY Pizza Dough, let rise and place in pan, then wrap pan in foil or plastic and store in the refrigerator. Just before baking, remove covering and add toppings. Bake at 375° F. for 15 minutes. Hot! Delicious! Refrigerators—regularly—changed every hour to make up for the thousands of pizzas being made. **SEND FOR FREE RECIPE BOOKLET** FOOD SPECIALTIES, INC. WORCESTER, MASS.

MAKE EXTRA GOOD HORS D'OEUVRES. Bake in a 10" x 12" pan. Bake at 375° F. for 15 minutes. Hot! Delicious! Refrigerators—regularly—changed every hour to make up for the thousands of pizzas being made. **SEND FOR FREE RECIPE BOOKLET** FOOD SPECIALTIES, INC. WORCESTER, MASS.

give the family
a pizza treat



During this once-a-year event take full advantage of Appian Way's wonderful money saving offer. Make this thrifty pizza a regular family treat at lunch, or dinner, or at snack time. And stock up on Appian Way. You'll save 5¢ on every package.

Try **APPIAN WAY FROZEN Pizza**, too
... ask your grocer for it.

FOOD SPECIALTIES, INC. • Worcester, Mass. • San Jose, Calif.



AN UNDULATING SHEBA in movie leads 150 dancers in pagan rites brought from her native land. Dance horrified Israelites but charmed Solomon.

HER WAYS OF WIGGLING

Unlikely as it might seem, the sultry siren shown on the preceding page has just been stood up on a date. She is Gina Lollobrigida, playing a furious Queen of Sheba. The man who left her seething amid the diaphanous veils was Yul Brynner, playing King Solomon of Israel. But eventually, after furious battles and orgiastic frenzies, they get together to found the royal line from which the present-day king of Ethiopia claims descent—and also bring *Solomon and Sheba*, a \$6 million movie, to a satisfying, stupendous conclusion.

The film was made in Spain by King Vidor and provided some off-set entertainment for the crew. During breaks in the shooting Gina did not retreat into dressing-room solitude as most stars do. She roved about, took part in flamenco jam sessions and wiggled in a Hula-Hoop.



A SUPPLE HULA GIRL, Gina amuses herself on set during a pause in the shooting. She also used the hoops for exercise privately in her hotel room.



This ceiling is Armstrong Classic Cushiontone. A matching row of tiles around the perimeter of the ceiling creates a striking effect.

This amazing new Armstrong Ceiling soaks up noise and gives your home today's smart new look



LOOK ON THE BACK of the acoustical tiles you find on display at your Lumber Dealer's. You will find the official sound-absorption ratings published by the Acoustical Materials Assn. on every Armstrong tile.



DO IT YOURSELF. Your Lumber or Building Materials Dealer will show you how to put up a new Armstrong ceiling. He's in the Yellow Pages under "Ceilings." You can install a complete ceiling this week end.

TEN YEARS AGO, acoustical ceilings were almost never found in private homes.

Today, Armstrong Cushiontone ceilings are going up literally everywhere. In mansions and small homes. In living rooms and game rooms. What caused this revolution in ceilings for the home?

There are *two* answers. First, Armstrong has specialized in designing ceilings for the home. Subtle, harmonious patterns that add a quiet touch of elegance to any room, but never dominate it.

Second, Armstrong ceilings keep noise in your home down to a more comfortable level. They are especially efficient in absorbing irritating, higher pitched household noises. For a free booklet, write Armstrong Cork Co., 5910 York Drive, Lancaster, Pa.

Armstrong CEILINGS
...to quiet and beautify your home

DEL MONTE[®] ROUND-UP

AT GROCERS' NOW
OCT. 1 THRU OCT. 31

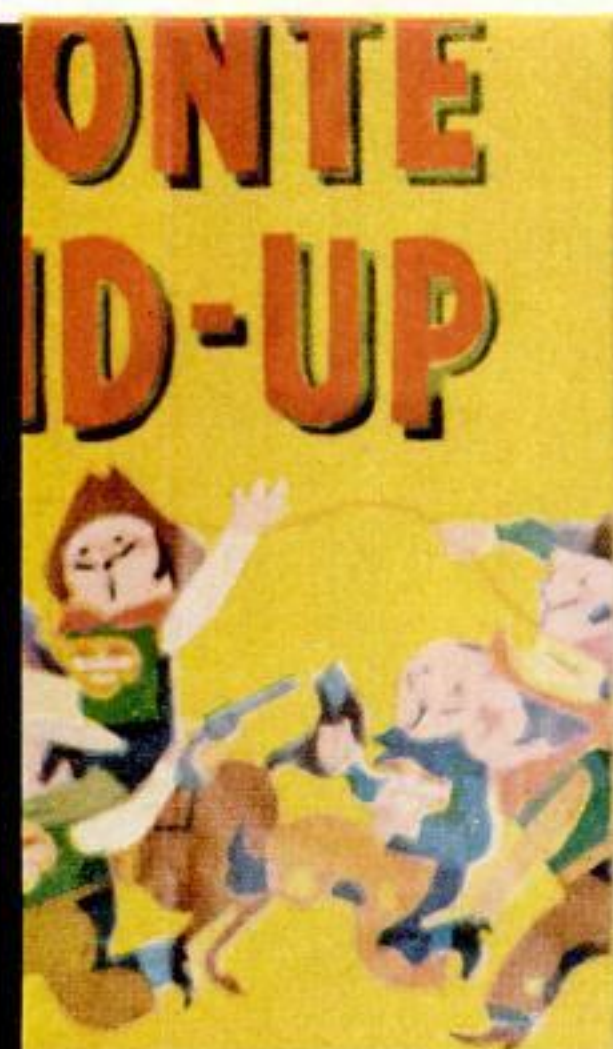
FOOD VALUES GALORE AT YOUR FAVORITE GROCER

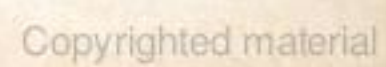
Load up your wagon with **DEL MONTE** foods —

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TANGY TOMATO PRODUCTS • SPARKLING JUICES • RAISINS • PRUNES







This is National Restaurant Month . . . enjoy beer with your meal

Beer—healthful partner with any meal
Brewed with the Goodness of Malt



Eating out together is always fun.

WHOLESOME beer or ale accents your enjoyment of food, dining out or at home. Barley Malt gives these Fun-Flavored beverages the sparkle and lift of all its healthful values. For Malt has protein, B-complex vitamins, and minerals . . . plus invigorating dextrins and maltose.

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 228 NORTH LA SALLE, CHICAGO 1, ILLINOIS

1958

ART

Gift of a Gallery by the Beaver

Almost any patron of the arts giving away an \$800,000 art museum complete with more than a million dollars in paintings would be pretty sober and serious about his magnificent gift. But not Lord Beaverbrook, the English newspaper publisher. He gave such a present to his home town of Fredericton, New Brunswick and his send-off ceremony for the Beaverbrook Art Gallery was a high-spirited, three-day celebration. Throughout it the 80-year-old "Beaver"—a name he is called out of earshot—was like a delighted, tireless boy at his own birthday party. His guests were officials, socialites and art world dignitaries from Canada, the U.S. and Britain. He led them through an exhausting round of lunches, dinners and cocktail parties. When the gallery was opened formally (*left*) the Beaver said to the delighted citizens of New Brunswick, "It's been very satisfying."

SOLEMNITY was in order only once in celebration—at gallery opening ceremony at which Beaverbrook (*right*) made brief remarks. Silhouetted in foreground in front of Mountie is arm of a statue beside steps.



GAITY of the celebration was often led by Beaverbrook who rarely missed chance to kiss the ladies. Here he expresses thanks to Mrs. Lucile Pillow who gave gallery \$40,000 English porcelain collection.

CONTINUED

128A

WHY PAY 19¢ EXTRA FOR INJECTOR BLADES?



PAL Injector Blades
are the finest made,
yet they cost 19¢ less.
Pal Injector Blades
fit all injector razors.

PAL INJECTOR
BLADES



Only PAL has used-blade vault
PRECISION **A-S-R** PRODUCTS
A-S-R PRODUCTS CORPORATION

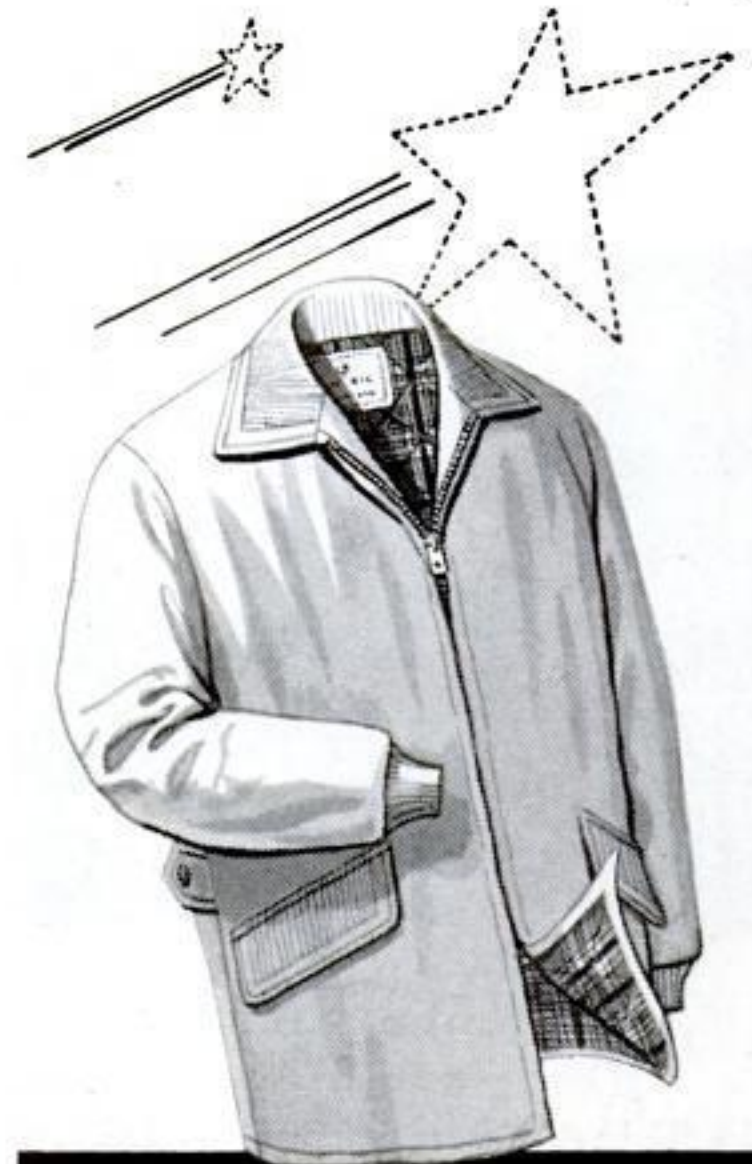


GRATEFUL KISS is given by Beaverbrook to Mrs. John David Eaton who gave the gallery a portrait of herself by English modernist Graham Sutherland.



FRIENDLY FAREWELLS after opening are exchanged by Beaverbrook and old friend Mrs. C. George McCullagh, widow of Toronto newspaper publisher.

Brightest Star in Fall Outerwear!



Sir Jac

QUILT LINED ZIP-COAT

This new *Sir Jac*, with quilted tartan plaid lining, combines brilliant styling with all-weather comfort. Washable and water repellent. About \$12.95 for men's, \$10.95 for boys'. See Model 6408L at good stores everywhere.

STAHL-URBAN CO., DEPT. L • TERRE HAUTE, IND.

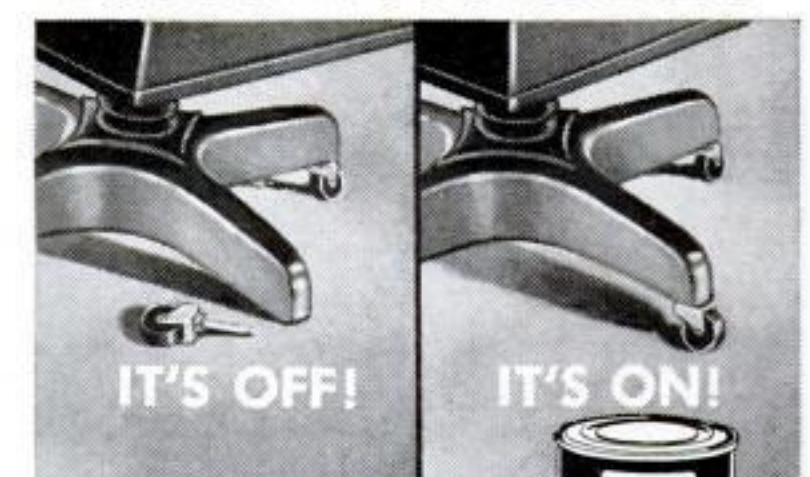
IF YOU PRIZE IT...KRYLON-IZE IT!

You have a use for
KRYLON SPRAY
PAINTS



IF YOU PRIZE IT...KRYLON-IZE IT!

CASTER LOOSE?



Nothing adheres to metal and wood like Plastic Wood! Easy to use. Ask for it by name!

For surest results always use GENUINE

PLASTIC WOOD
Handles like putty—hardens into wood!

GOOD DEAL

*How you may save \$100 or more
when you buy your next car*

**Allstate's auto finance
bank plan offers low-cost
financing plus low rates
on top-quality insurance**

You may save more money than you've ever thought possible if you see an Allstate Agent before you buy your next car.

You'll discover how Allstate's auto finance bank plan saves money two ways: with low-cost financing through a cooperating bank, and with Allstate's low rates on the insurance you need.

Here's how it works:

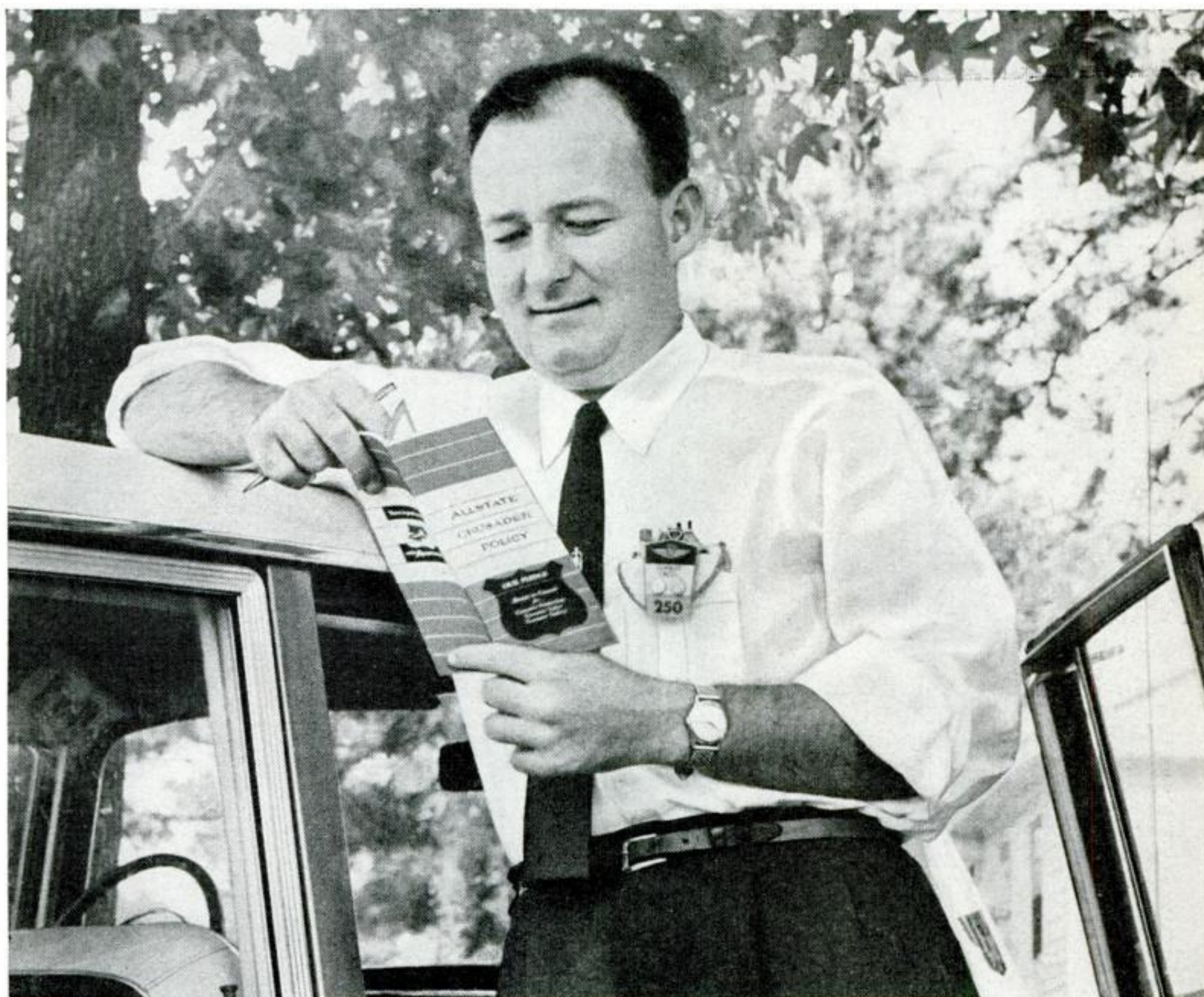
1. Select the car you want—new or used. Find out how much cash you'll need to buy it.

2. Then call Allstate, and give the Agent this information. He'll tell you exactly what the finance rate and charges through a cooperating bank will be... what you'll pay for insurance... and what your total monthly payments will be.

3. As soon as you give him the go-ahead, he'll help make the loan arrangements, and handle the



*You get all the benefits of
a "cash customer".*



CHARLES CROSS, Charlotte, N. C., Electronics Technician. A phone call to Allstate saved him \$170.88 on auto financing and insurance.

details. Then he'll hand you a check.

4. Take the check to your dealer, sign the papers, and drive your car away. It's as simple as that!

You get all the benefits of being a "cash customer" when you select your car. And you get plenty of time to pay. *It's a great convenience; too*, as well as a money saver, because the same monthly payment can cover both financ-

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An Allstate Agent will gladly give you full details—at the Allstate booth in Sears, at an Allstate Insurance Center, or in your home if you prefer.

May we help you?



*Get all the facts at the
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You're in good hands with

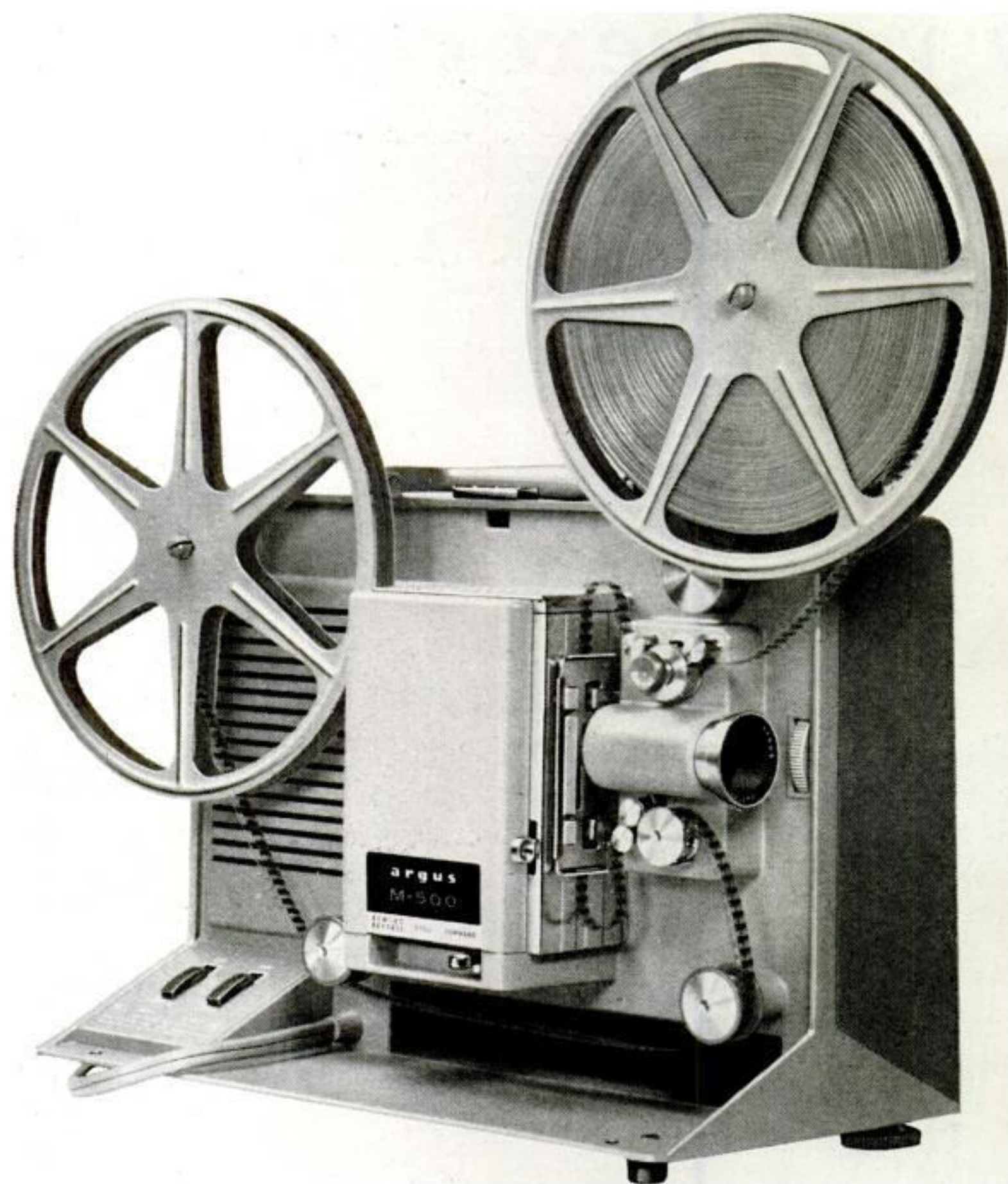
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Founded by Sears,
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Home Offices: Skokie, Ill.

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500 watts
bright...
jewel-case
small



the argus m-500 movie projector

The heart of any projector is the lamp. We've developed a new kind . . . with a reflector *inside* the glass!
It's brighter . . . makes your movies sparkle like the day you took them.

It's smaller . . . the whole projector is only 8¼ inches high!
It's cooler . . . needs no bulky, noisy blowers.

And then we threw in some features that can't be credited to the new lamp:

The M-500 is literally a snap to load.

It runs forward and people applaud.

It runs backward and they laugh.

And it shows full 400-foot (half-hour-long) reels.

All this, mind you, at the common-sense, you-and-me price of only \$89.95. See your Argus dealer soon.

argus

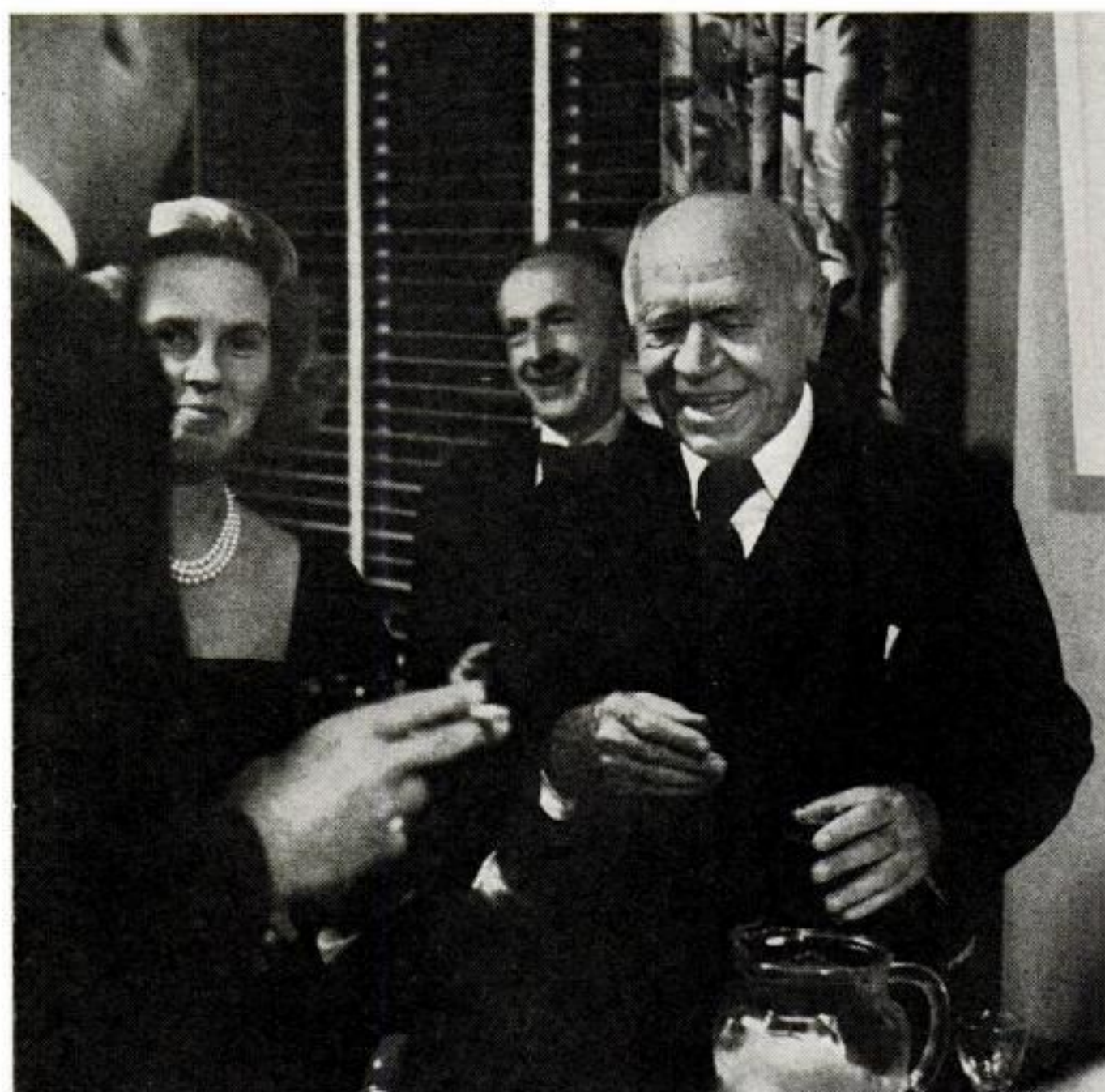
DIVISION OF SYLVANIA ELECTRIC PRODUCTS INC.



THE BEAVER CONTINUED



PROUD GUIDE for guests at champagne party in gallery, Beaverbrook shows off studies of Winston Churchill and one of himself by portraitist Sutherland.

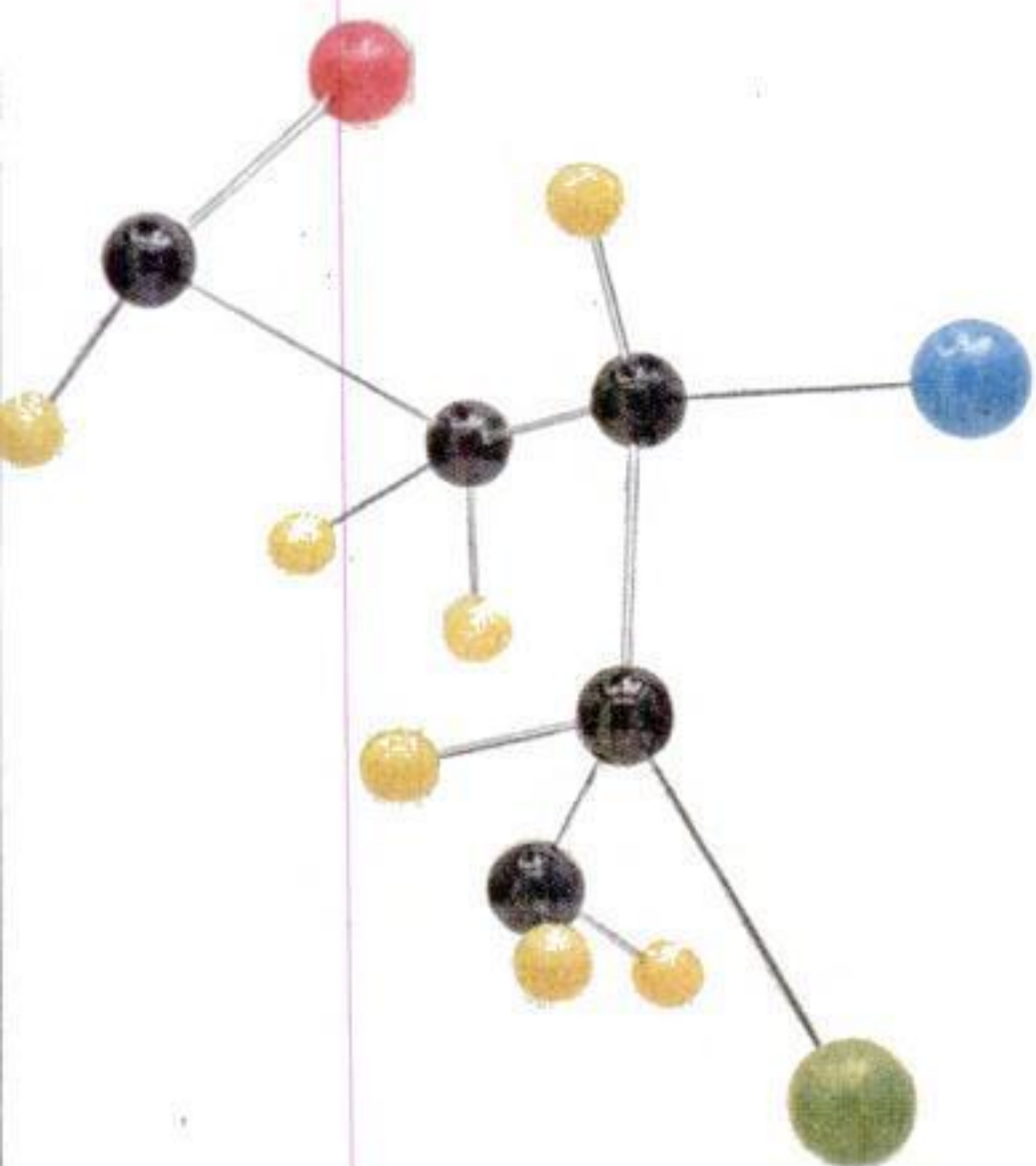


JOCOSE HOST, Beaverbrook entertains guests in Lord Beaverbrook Hotel. At left is Mrs. Eaton whose husband owns Canadian department store chain.



CENTER OF ATTENTION, Lord Beaverbrook sits stiffly between Mrs. Pillow (left) and her companion, Miss Kay Maguire, at final champagne party.

Creslan acrylic fiber...born of a magic molecule



The magic molecule - the new luxury touch



Dress by Dorothy Hubbs

65% Creslan acrylic fiber, 35% rayon



Boys' Wear by Merry Mites - 70% Creslan acrylic fiber, 30% cotton



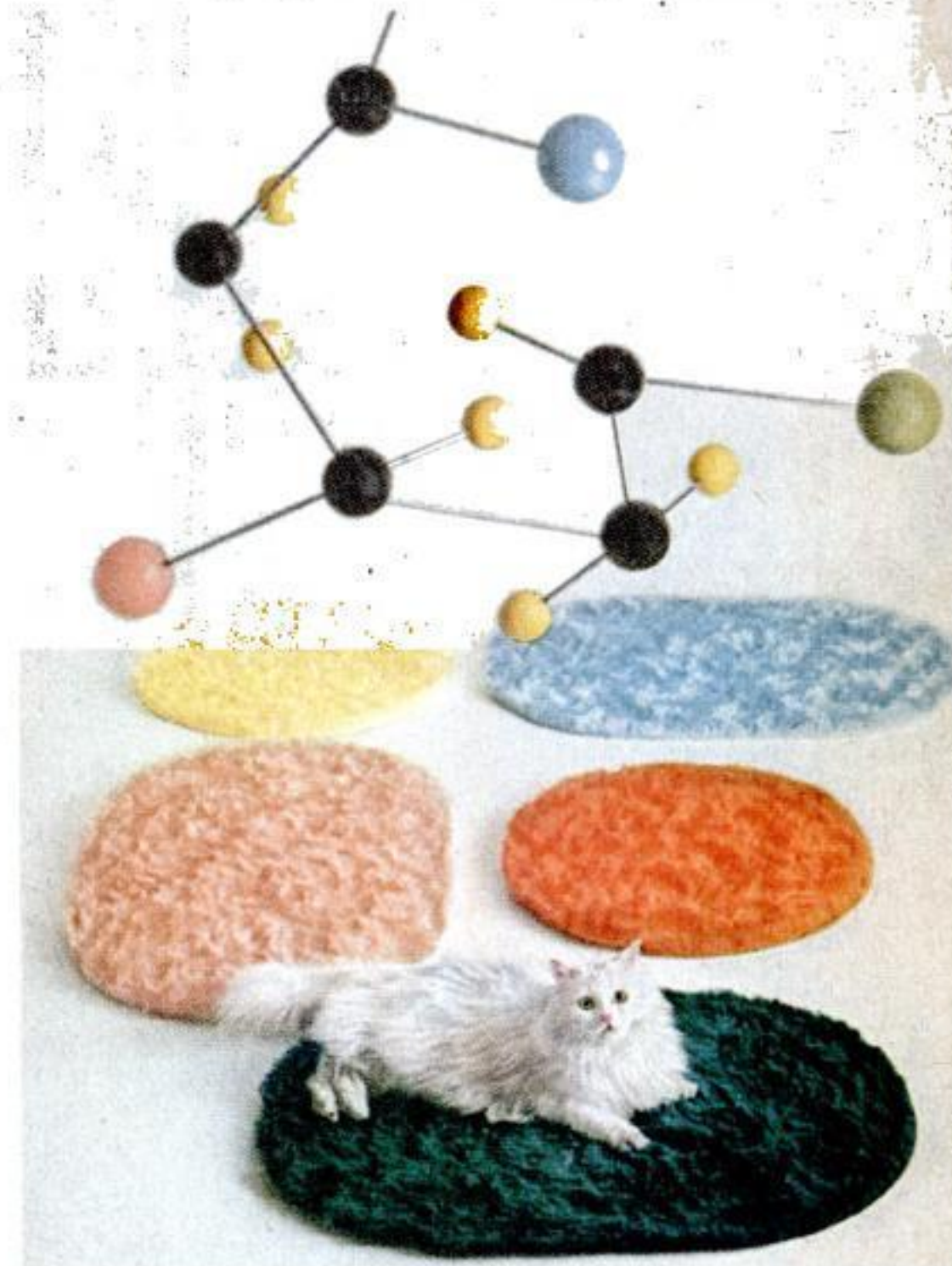
Suit by Donnybrook

60% wool, 40% Creslan acrylic fiber



Slacks by Jaymar

55% wool, 45% Creslan acrylic fiber



"Pouff"® rugs by Princeton - 100% Creslan and other acrylic fibers

the luxury touch in the world's most care-free fabrics

Fashions and home furnishings made of Creslan, the new acrylic fiber, look so luxurious, you'll find it hard to believe they can take care of themselves. Can all this brilliance of color, incredible softness, lightness and delicacy actually survive the rigors of modern life? Just enter this new world of Creslan and find out how the luxury-touch endures. Rugs bring new beauty to the busy home. Clothes ignore wrinkles and dry quickly after a bath. Colors hold their blaze under

the sun. Luxury becomes a genuine way of life. Look for the Creslan trademark. It is your personal assurance that the fabrics in the fashions you wear, the home furnishings you live with, are well-made, styled right and Cyanamid-approved. Creslan is a product of American Cyanamid Company, N. Y.

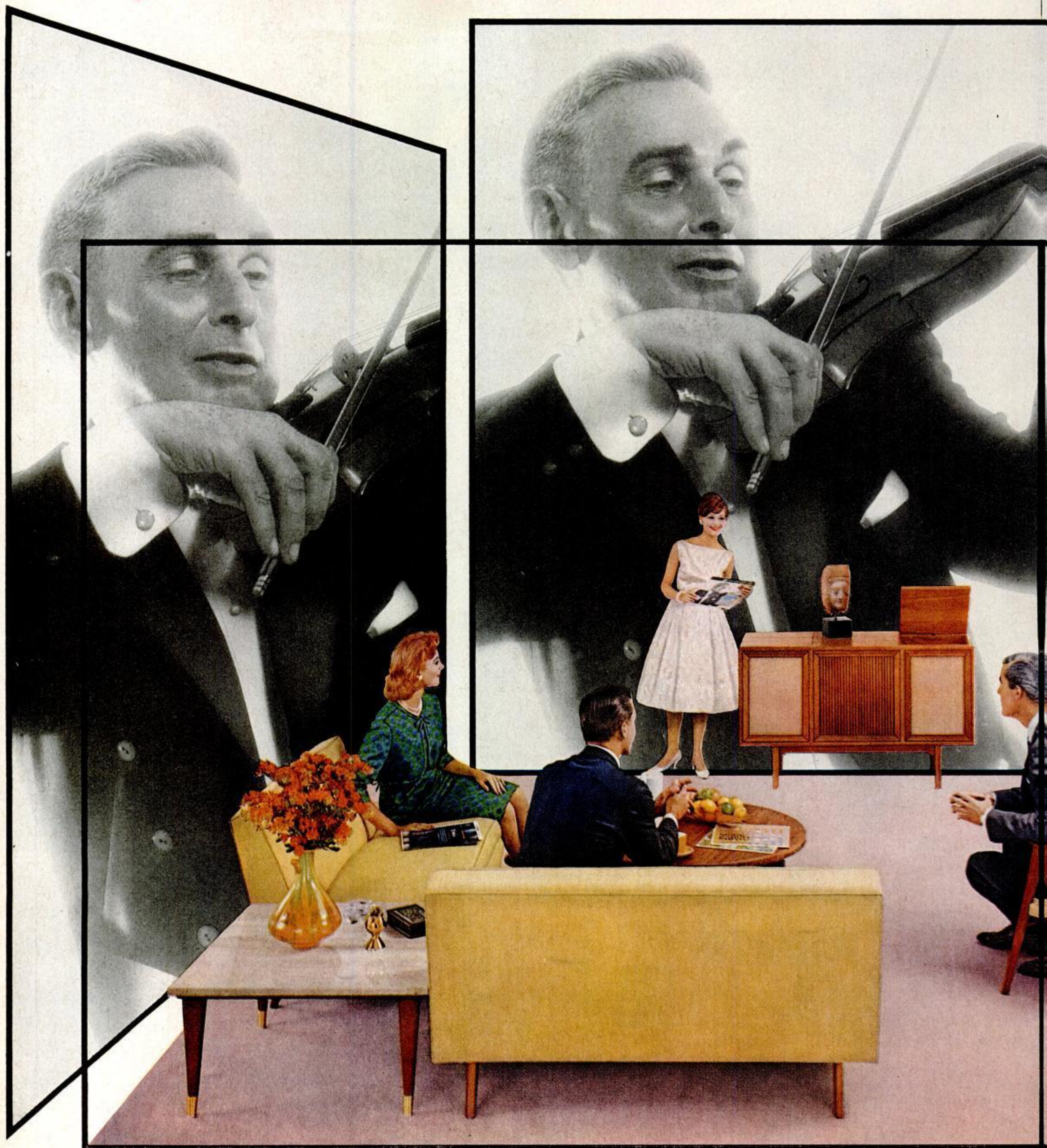
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FROM THE NO. 1 BEST-SELLER IN STEREO HIGH FIDELITY

New Motorola® 3-ch



(Above) Motorola 3-Channel Stereo Hi-Fi in superb Declaration cabinet by Drexel. 7 Golden Voice speakers. Built-in FM/AM radio. Genuine Walnut veneer. Model SK32.

3-Channel Stereo Hi-Fi

The music surrounds you
wherever you sit. You don't have to
sit in the middle to enjoy it.

**Plays all Stereo records, as well as
every other record you now own—and
makes them all sound better!**

Motorola introduces authentic 3-Channel Stereo High Fidelity that uses *3 separate amplifiers and 3 separate speaker systems* (not just *two* of each).

From one standard stereo record, through the exclusive Motorola Golden Audio Separator (the real secret of 3-channel stereo), are developed *three* separate sound channels: two channels for mid-range and high frequencies, one for low. These are directed to three separate amplifiers which are electronically matched to three separate Golden Voice* speaker systems (mid-range and high notes on left and right, bass in the center). Using three separate sound systems reduces the intermodulation distortion that lessens the stereo effect of ordinary systems.

Only Motorola has a complete line of authentic 3-Channel Stereo Hi-Fi models with *3 separate sound systems*. They are so far superior to any instruments now in existence that no comparison can be made. You cannot possibly know what you are missing until you hear this breath-taking perfection of sound. Enjoy a demonstration soon at your Motorola dealer.



Beautiful 3-Channel Stereo Hi-Fi Console in graceful Early American design, grained Cherrywood color. 5 Golden Voice speakers. Golden Stereo "400" Automatic Record Changer. Model SK37.



Sheer luxury in 3-Channel Stereo Hi-Fi! 5 Golden Voice speakers: Golden Stereo "800" Automatic Record Changer with diamond-sapphire styli. Colors: Mahogany, Blond, Walnut. Model SK30.

3-Channel Stereo Hi-Fi in a Portable! 5 Golden Voice speakers: one 6" x 9", two 5 1/4", two 4". Detachable speaker wings can be placed up to 20 ft. apart. Scratch-resistant fabric-covered wood cabinet. Colors: Gold, Brown, with gold-finish appointments. Model SH18.



Envelops the room
with "wall-to-wall sound".
You hear every instrument
in the orchestra . . . in every corner.

More to enjoy



MOTOROLA

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Italy is minutes away with Chef Boy-Ar-Dee on your shelf.

And when it's a thrifty, hearty Spaghetti Dinner, *there's nothing else to buy.* With tender spaghetti and tangy cheese, you get complete ready-to-heat Italian sauce, rich with meat or mushrooms.

All this in one box, yours in 12 minutes; only about 15¢ a serving.

Bonmarzo, a small village north of Rome

CHEF BOY-AR-DEE®

Complete Spaghetti Dinners



Everywhere in U.S. and Canada

All in one box...
spaghetti, complete sauce
(meat or mushroom)
and cheese. Nothing
else to buy.



FIRST EDITION of the Hymn's music was published in Boston in 1862.

Her Hymn Is Pop Hit

Moving up fast on the best-selling song lists past *Makin' Love* and *Kissin' Time* is the season's most surprising hit, the venerable *Battle Hymn of the Republic*. As socked out by the 110-man Philadelphia Orchestra and the 200-voice Mormon Tabernacle Choir led by Eugene Ormandy, the old Civil War song has more fancy fanfares, vocal polish and decibels than the loudest rock 'n' roll blasts. A single record culled from Columbia's *Lord's Prayer* album, it has already sold more than 200,000 copies.

Such popularity would be no surprise to the song's lyricist, Julia Ward Howe (right). The music by William Steffe was originally a southern camp-meeting song called *Glory Hallelujah* which northern regiments set to ribald lyrics. One evening a Unitarian minister urged Mrs. Howe to fit it with respectable words. Next morning she awoke with all the rhymes in her head and wrote the lyrics on the back of a sheet of Sanitary Commission stationery. When the *Atlantic Monthly* published it, Mrs. Howe got only \$4 for her verse. But *Battle Hymn* became the most popular Civil War song and one of the most durable of all patriotic tunes.



HYMN'S LYRICIST, Julia Ward Howe, author, lecturer and social reformer, died in 1910 at 91.

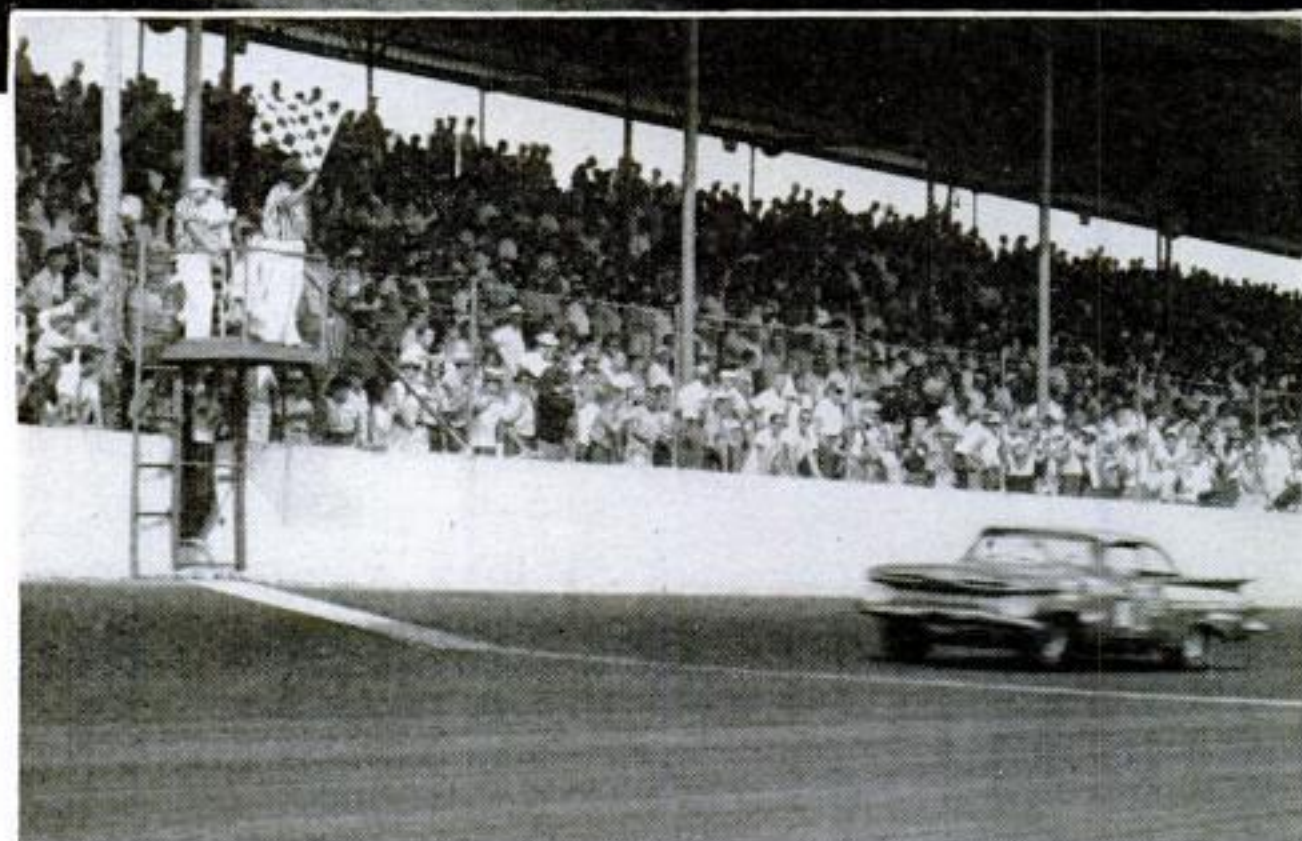
HYMN'S PERFORMERS (below), Philadelphia Orchestra and Mormon choir, rehearse for record.



GOODYEAR SWEEPS ... WORLD'S TOP



Above—a typical jam-up as the cars thunder around a turn. And left, Goodyear-equipped Number 7—driven by Jim Reed—flashes across the finish line all alone.



GOOD

MORE PEOPLE RIDE ON

Watch the award-winning "Goodyear Theater" on TV every other Monday evening.

"SOUTHERN 500" STOCK CAR RACE

With 78,000 fans packing the famed Darlington, S.C. race track, Goodyear-equipped cars completely dominated the biggest stock car race of them all—the Labor Day "Southern 500."

Goodyear took 1st, 2nd and 3rd...4 of the first 5...8 of the first 10!



Jubilant Jim Reed talks with Goodyear observers in the Winner's Circle.

THIS one is the World Series of stock car racing... and when officials popped a microphone in front of winning driver Jim Reed—after a record-breaking 111.836 mph for 500 miles—his first words were about Goodyear tires:

"The most important thing was the great tires I had! Man, some of the other tires were blistering all over the place, but I think my Goodyears could have gone another 200 laps... even in that heat!"

"That heat" was a track temperature of 132 degrees—announced to the huge Labor Day crowd as an all-time record at Darlington. Combine record speeds and record heat, and you've got the toughest driving tires can face.

Reed, a veteran driver from Peekskill, N.Y., changed his Goodyear tires only once. "I had planned to change more," he commented, "but I didn't need it. The first set was still okay, but we changed at 325 miles just to be sure."

WHAT THIS RACE MEANS TO YOUR DRIVING

We're reporting this Goodyear victory to you for two reasons:

1. All Goodyear tires—including the ones used on these stock cars—are built with new, improved tread rubber... exclusive Goodyear 3-T Cord... the same exclusive Goodyear methods of putting a tire together.

2. This stock car race duplicates—dramatically—the way Goodyear tires are *Turnpike-Proved*... on our own high-speed test track at San Angelo, Texas,

smack in the middle of the hot cactus country.

Turnpike-Proved Tires by Goodyear—the world's first and *only* Turnpike-Proved Tires—will give you up to 25% more safe mileage. No matter where you drive, or how.

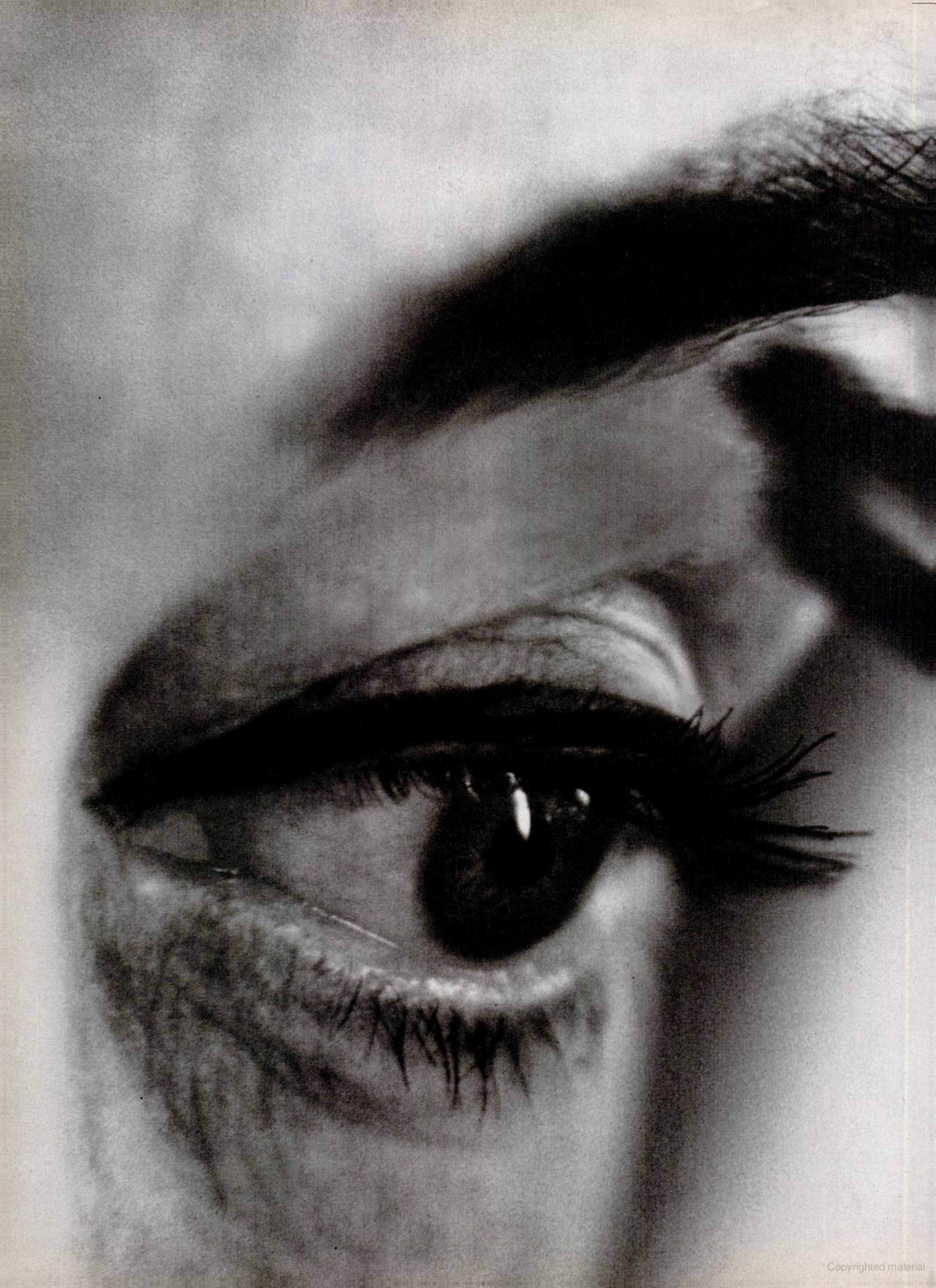
Best of all, Turnpike-Proved Tires by Goodyear won't cost you one cent more than ordinary tires. You can get them from your nearby Goodyear Dealer for all cars and in all price classes.



GOODYEAR TIRES THAN ON ANY OTHER KIND!



Blue Streak Special and Custom Super-Cushion T.M.'s, The Goodyear Tire & Rubber Company, Akron 16, Ohio.



The Durable Charms of Joan the Queen

Stroke by careful stroke of the mascara brush, the fabulous features of Joan Crawford, most enduring of the great movie queens, emerge from the freckles of Joan's private face. As her hands work on, the famous eyes grow bigger, the curled lashes are glued on, the brows arched higher. The lips are shadowed to set the teeth gleaming. And the result is the famous smiling face at right—a trademark, a triumph in cosmetics and the personification of the film star, supreme figure of Hollywood's golden epoch.

Joan has been a star in the grand manner since 1928 and *Our Dancing Daughters*. By polish, plans and push she worked her way up, and when her popularity slipped, she worked back to win an Academy Award for *Mildred Pierce* in 1945. Now 51 and looking 35, she has taken a place on the board of Pepsi-Cola Co., once headed by her late husband, Alfred Nu Steele. In Hollywood she has pitted her skills against a cast full of young stars in 20th Century-Fox's *The Best of Everything*. And with the diligence of a ditchdigger, she works at remaining always the great star.

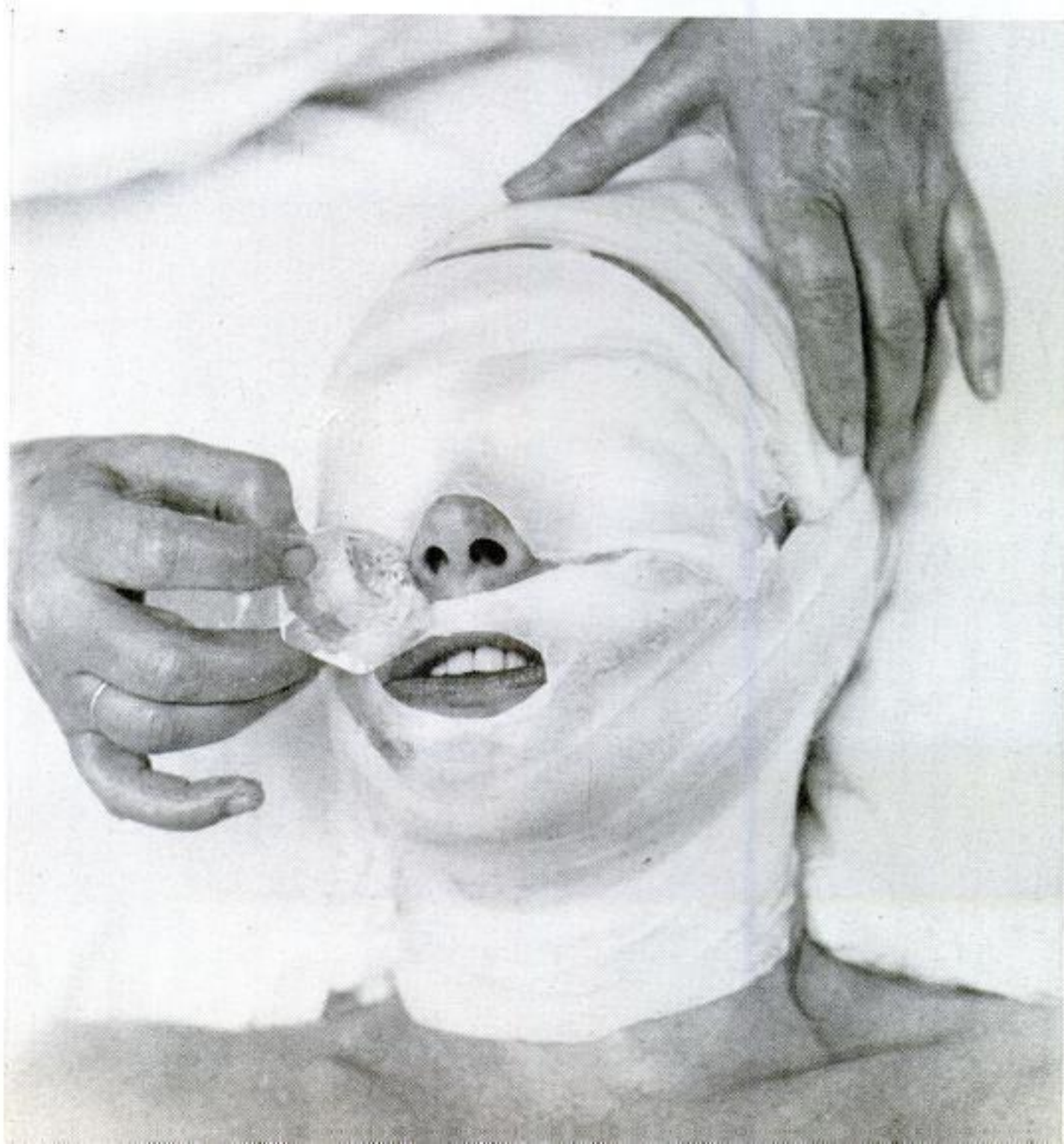


THE CRAWFORD SMILE

Photographed for LIFE
by EVE ARNOLD



At the end of her twice-weekly facial, Joan Crawford's head is wrapped in gauze to prevent burns from ice that is applied to tighten her skin and close her pores. This treatment leaves her relaxed, refreshed and ready for more work.



BEFORE SCENE JOAN RELAXES BY STRETCHING ON FLOOR OF DRESSING

Care and Coddling of

ON MASSAGE TABLE IN THE SPECIAL HEALTH ROOM OF HER APARTMENT,

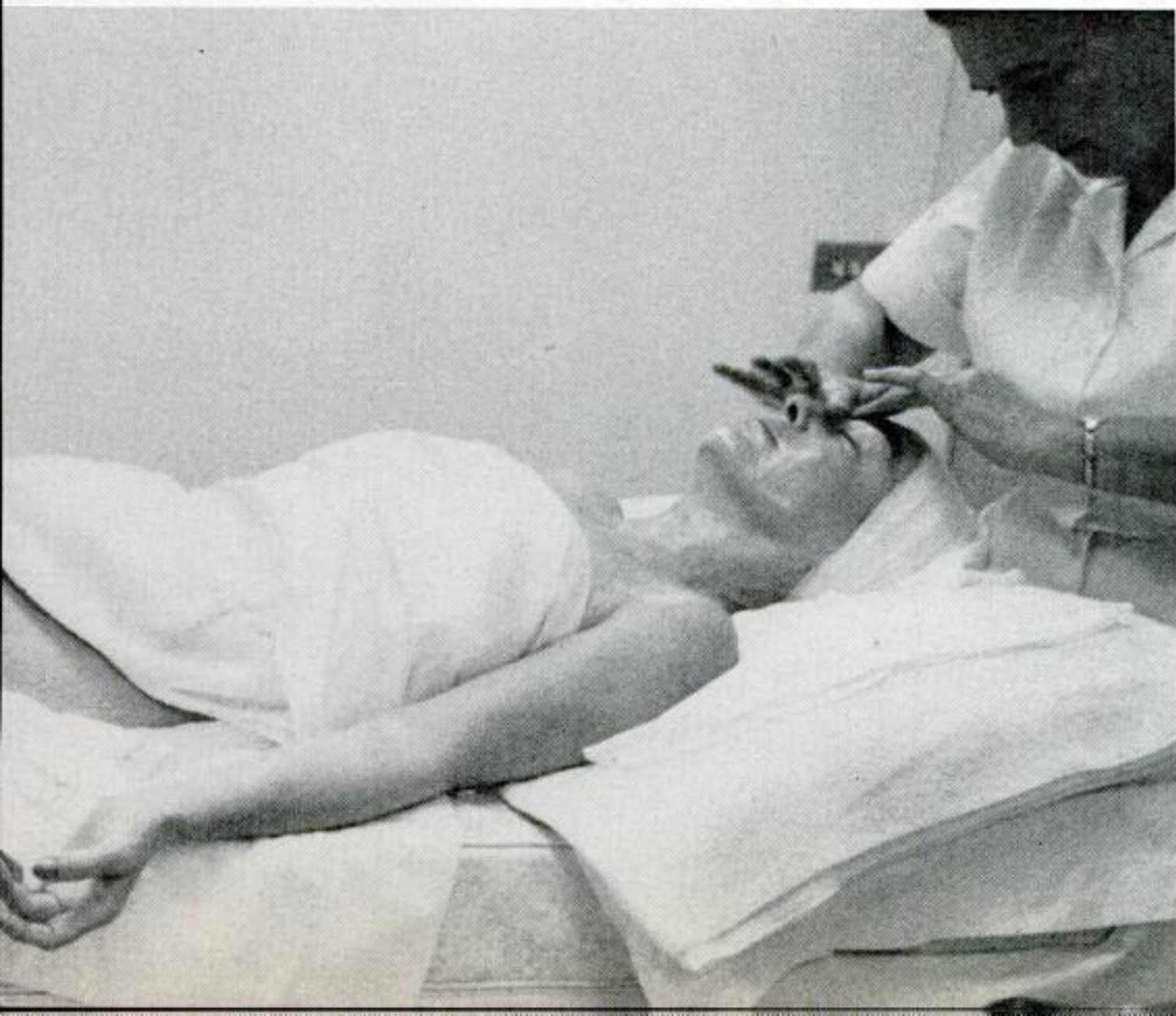




ROOM WITH PADS TO SOOTHE HER EYES AND NET CAP TO PROTECT HAIR

a Hard-Working Star

JOAN RESTS AND RECEIVES A FOOT RUB AND A FACIAL AT THE SAME TIME



Joan holds still while make-up artist on set retouches an ear. The star, whose every casual stroll in public is as carefully planned as her movie scenes, spends Sunday afternoons working on her hair, fingernails, toes, eyebrows and skin.





At a meeting of the board of directors of Pepsi-Cola, Joan sits with the company's executives. Although her late husband was chairman of the board

of Pepsi she received her position not as his widow but because of her own hard-driving promotional work and her job as the company's official hostess.

Razzle-Dazzle and Drive

In a life that has seen its share of shocks, the hardest for Joan Crawford was the death last April of her fourth husband, Alfred Nu Steele. Her earlier husbands, Douglas Fairbanks Jr., Franchot Tone and Philip Terry, had all been actors and as full of artistic impulse as herself. Steele was a businessman, stable and reassuring, and a lot of fun as well. Home became a fabulous \$500,000 apartment in New York and they toured the world in glittery razzle-dazzle selling Pepsi.

A week after Steele's death an old friend, Movie Producer Jerry Wald, offered Joan her role in *The Best of Everything*. Jerry says, "I thought that coming out to Hollywood and working would take her mind off her troubles and be good therapy for her."

Along with movie-making, Joan works for Pepsi. She gives parties for customers, flies to the grand openings of new bottling plants, attends board meetings. Joan's old friend, Columnist Hedda Hopper, says, "I've known her ever since she made her first picture out here

and there is a demon inside her. She cannot stop going, she cannot stop doing, she will never stop learning."

"Joan does everything 1,000%," Hedda says. "If there is no maid and she does not like the looks of the floor in a hotel bathroom she will get down on her hands and knees and scrub it. After a party she empties ashtrays, opens windows to air the place, rearranges flowers. Everything must be fresh and lovely."

She has had her battles and feuds in Hollywood. She likes to tell with mock contrition about making *The Women* with her archrival Norma Shearer and how wicked she had been clicking her knitting needles whenever Norma had an important line to say. But Joan cultivates friendships. With the practiced skill of a veteran politician she remembers first names after a single meeting, never forgets that a friend likes two lumps of sugar in coffee or no ice in his drink. She keeps in touch: casual friends are often surprised by a phone call from Joan just to say she is thinking of them.



AT PARTY'S END JOAN (ABOVE), WITH FRIEND





FRANCES SPINGOLD, WIDOW OF A COLUMBIA PICTURES VICE PRESIDENT, DANCES WITH THE CATERING STAFF IN A LOVELY GESTURE OF NOBLESSE OBLIGE.



Joan's parties come alive if she has to pull down the roof to make something exciting happen. She even makes use of accidents. At her party for the Nigerians she spilled lemon juice (*left, above*) all over her gown. But she disappeared and dramatically reappeared (*center*) a moment later in a transparent skirt with tight trousers underneath, a one-woman conversation piece that pepped up the party.

Here she bids goodby to a departing guest, Captain Joshua L. Goldberg, a Navy chaplain, and his wife. Then with her skirt off and most of her guests gone, she chats with Mrs. Spingold while cleaning up the kitchen—a job that had already been done by the servants. Next day the job was done a third time by special cleaners. For Joan insists on having a spotless and sparkling house.



Worrying over her lines, Joan in a housecoat hugs script as she walks from set to her dressing room during the making of *The Best of Everything*.

Angry with herself after flubbing a difficult line in scene with Hope Lange, Joan angrily mutters, "Amateur night" as Miss Lange nervously grimaces.

Agony of Acting—Tensions,



Dispute over how to play a scene—normal in making any movie—involves Joan and Director Jean Negulesco. Both Joan and Actress Hope Lange wanted

to slam a door to end a scene. Pointing his finger for emphasis, Negulesco tells Joan that Hope will close the door. At right: dialogue director Carl Shain.



Temperament, Then Tears



Joan glares back at Negulesco after the decision goes against her. Once good friends, the two found themselves out of sympathy during making of movie

and Negulesco refused to help Joan in private rehearsals. But after movie was completed he called her magical star whose presence meant excitement.



Warfare erupted again when Joan consented to make, without fee, a trailer advertising the movie only on condition that a bottle of Pepsi-Cola appear. But Negulesco needed, "You are an actress. What do you want that stuff for?" She refused to do scene, fled weeping to phone friend.





AT PARTY IN THE STUDIO JOAN CHATS WITH BUSINESS BIGWIGS, BANKER E. CHESTER GERSTEN AND SPYROS SKOURAS, PRESIDENT OF 20TH CENTURY-FOX

The Harvest of Her Successful Years

Why does Joan drive herself so relentlessly? "I do not kid myself," she says. "I do it to keep from being lonely." She thrives on success and adulation. In any gathering of Hollywood greats she is in the center, a living legend. She glories in her fan mail and she involves herself in every part of the lives of her adopted twin daughters. She is, says a male friend who has worked with her on many movies, a man's woman. "She drinks well and she swears well and she tells stories well and she plays cards well. She does not like opposition, but if you persist in opposition she will go along with you although you may become unpopular in the process." Joan herself has had periods of unpopularity but Hollywood still regards her with awe. "She is a great star who talks like a star and acts like a star," says a producer. "I don't know anyone who can take her place."



A towel wrapped around her freshly washed hair, Joan reads her fan mail. She estimates that between her Pepsi-Cola mail and fan mail, now increasing as a result of the release of her old films to TV, she gets about 10,000 letters a month.

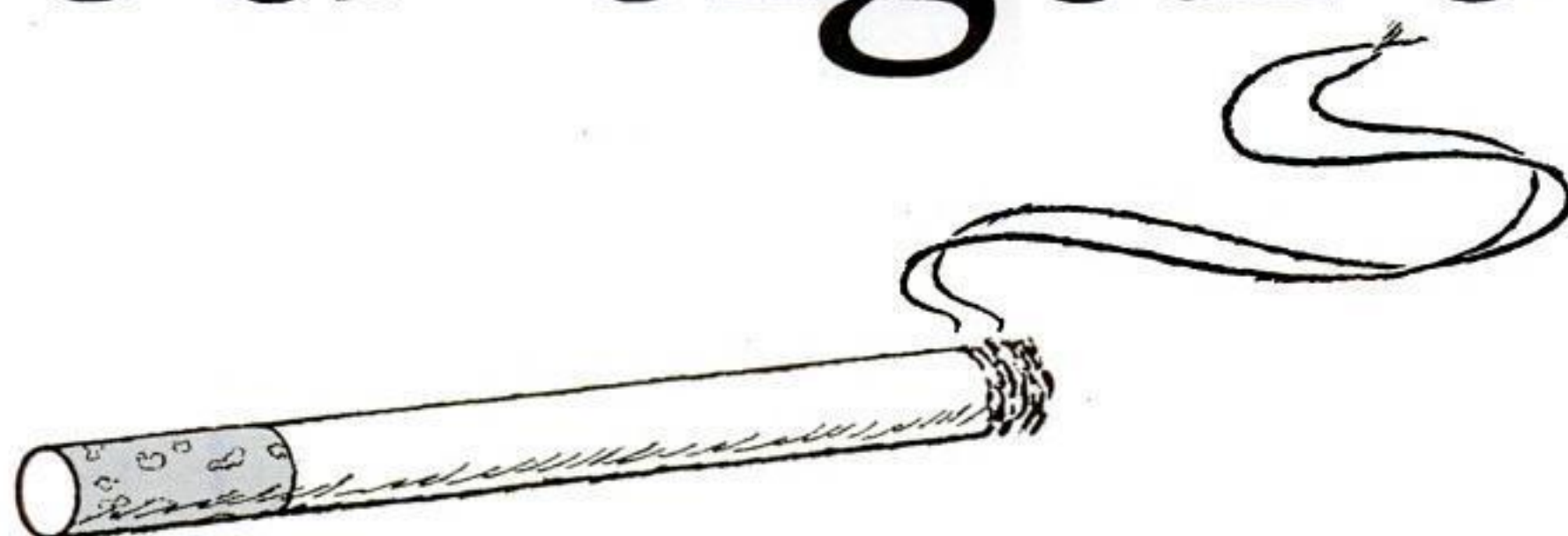


Joan gives an approving pat to Artist Lucerne Robert's portrait of her late husband. The picture, commissioned by Pepsi bottlers, now is in Joan's apartment but will eventually hang in board room of Pepsi's new New York headquarters.

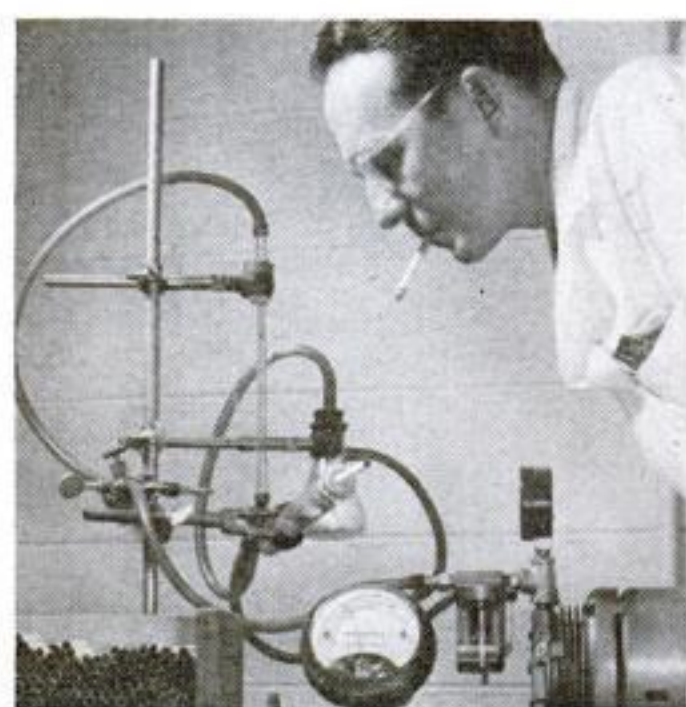
To keep alive the memory of Steele an empty chair is drawn up for him whenever Joan and the twins, Cindy (*left*) and Cathy, play gin rummy. In every game, Joan plays one gin rummy hand for her late husband.



Unlocking the mysteries of the lighted cigarette



Philip Morris Inc. enters its second century of leadership in tobacco research with the opening of the most advanced research center in the industry



A cigarette is a simple thing. You can make one yourself just by wrapping paper around some shredded tobacco.

This may make you wonder why in the world Philip Morris Inc. has devoted so many years to intensive cig-

arette and tobacco research, using the facilities and brains of many leading universities in addition to its own.

You may wonder even more when you learn

that Philip Morris is continuing its leadership in research with the opening of the most modern research center in the industry.

The answer is that while a cigarette itself is a simple thing, a lighted cigarette is not. Tobacco smoke is one of the most complicated mixtures known to man.

The problem cigarette manufacturers have faced was how to effect a reduction of tars and nicotine without thinning out the flavor to the point of dissatisfying smokers.

That's one of the major projects of this new Philip Morris Research Center near Richmond, Virginia.

Here, tobacco men and scientists will continue to work together to bring you cigarettes that give you a smoke comfortably low in tars and nicotine without taking the fun out of smoking.

One of the most recent examples of their work is a further 22% reduction in tars and 34% reduction in nicotine in the smoke of the Marlboro cigarette without any loss of the flavor which made Marlboro a major brand overnight.

You can expect more significant contributions in the future.

FAMOUS PHILIP MORRIS "FIRSTS"

Here's partial list of what Philip Morris research has already contributed to the tobacco industry.

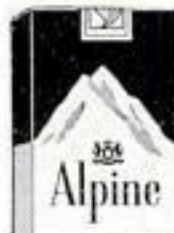
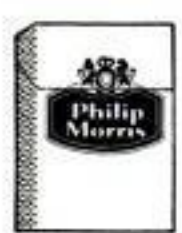
- ★ Pioneered first nationally distributed filter cigarette.
- ★ Pioneered cigarette ventilation and principle of porous paper.
- ★ Application of chromatography in analysis of tobacco. Developed in collaboration with Dr. A. J. P. Martin, Nobel Prize winner from England.
- ★ Use of mass spectrometry in the analysis of tobacco constituents.
- ★ Use of infrared in the analysis of smoke mixtures.
- ★ Development of hygroscopic agents and other humectants that dramatically reduced the irritant qualities of cigarette smoke.
- ★ Development of microtechniques for trace analysis of tobacco and smoke.

Philip Morris, makers of America's finest cigarettes for more than a century



MARLBORO—largest selling filter in the flip-top box in all 50 states

PARLIAMENT—largest selling recessed filter cigarette



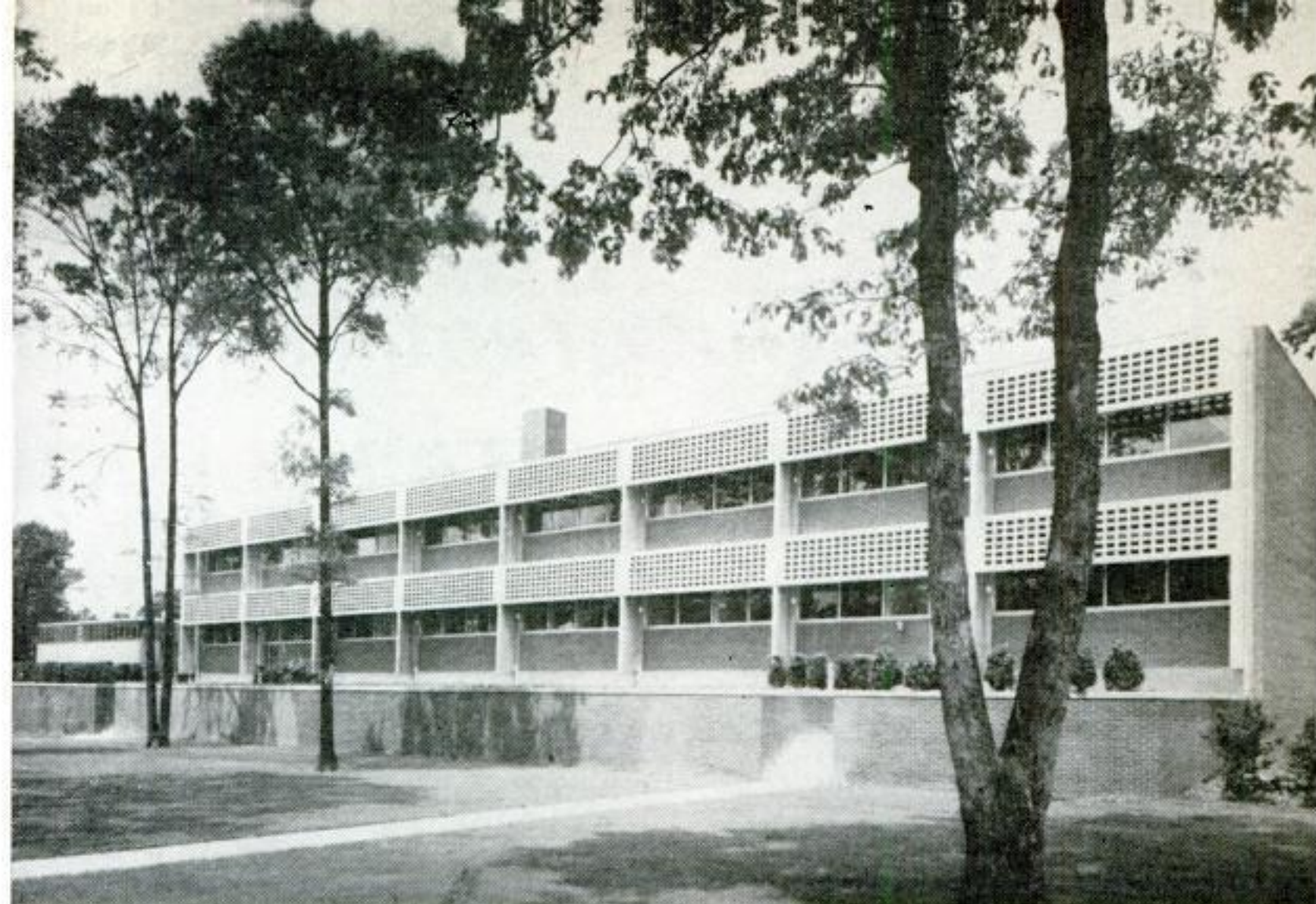
PHILIP MORRIS—largest selling non-filter in crush-proof box

BENSON & HEDGES—largest selling premium-priced cigarette

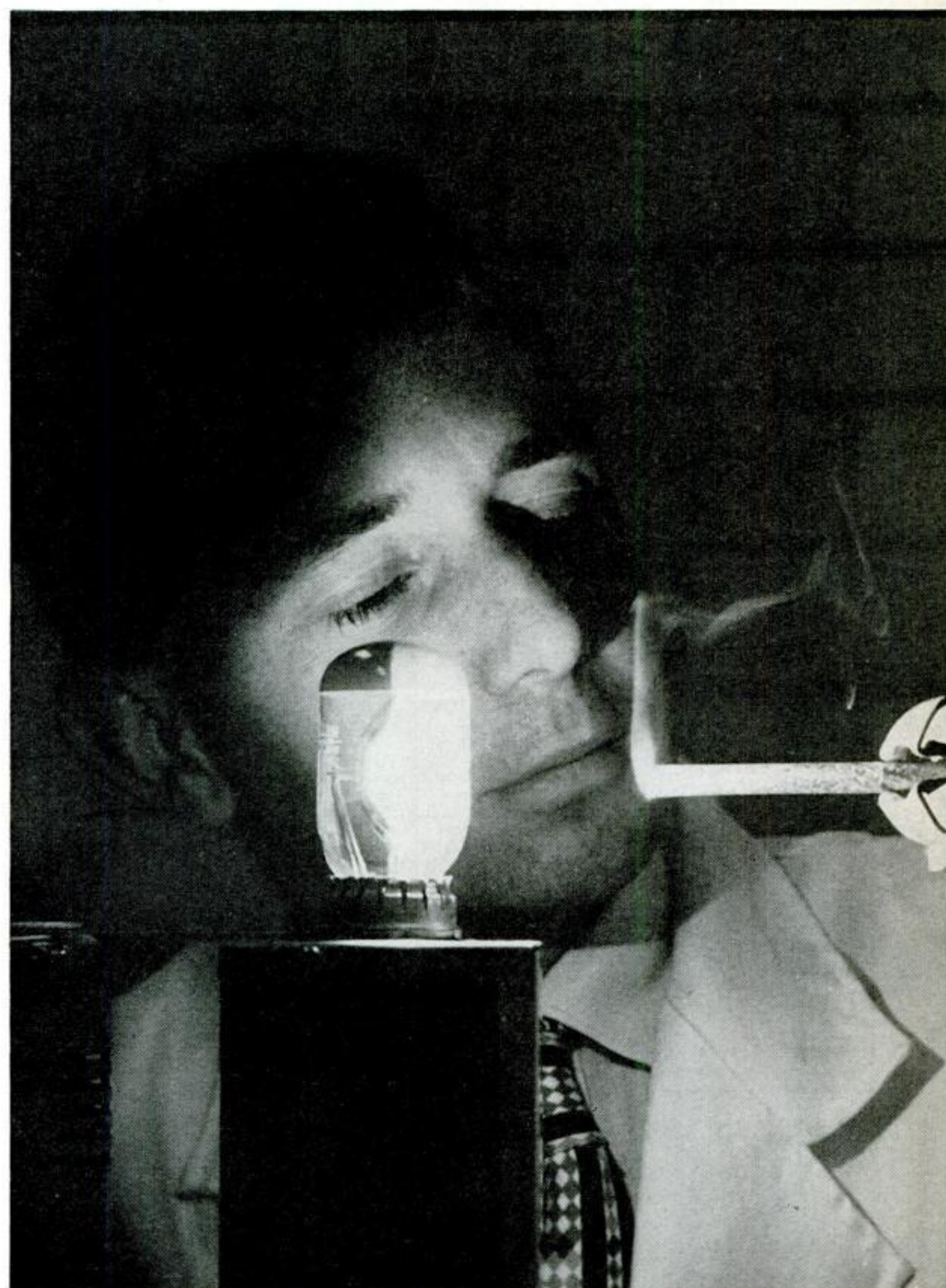


ALPINE—first in national distribution with high filtration and menthol

Sold and enjoyed in all 50 states



New Philip Morris Research Center, near Richmond, Va., which opened Sept. 30. This, the most advanced research center in the tobacco industry, climaxes more than a century of significant research by Philip Morris Inc.



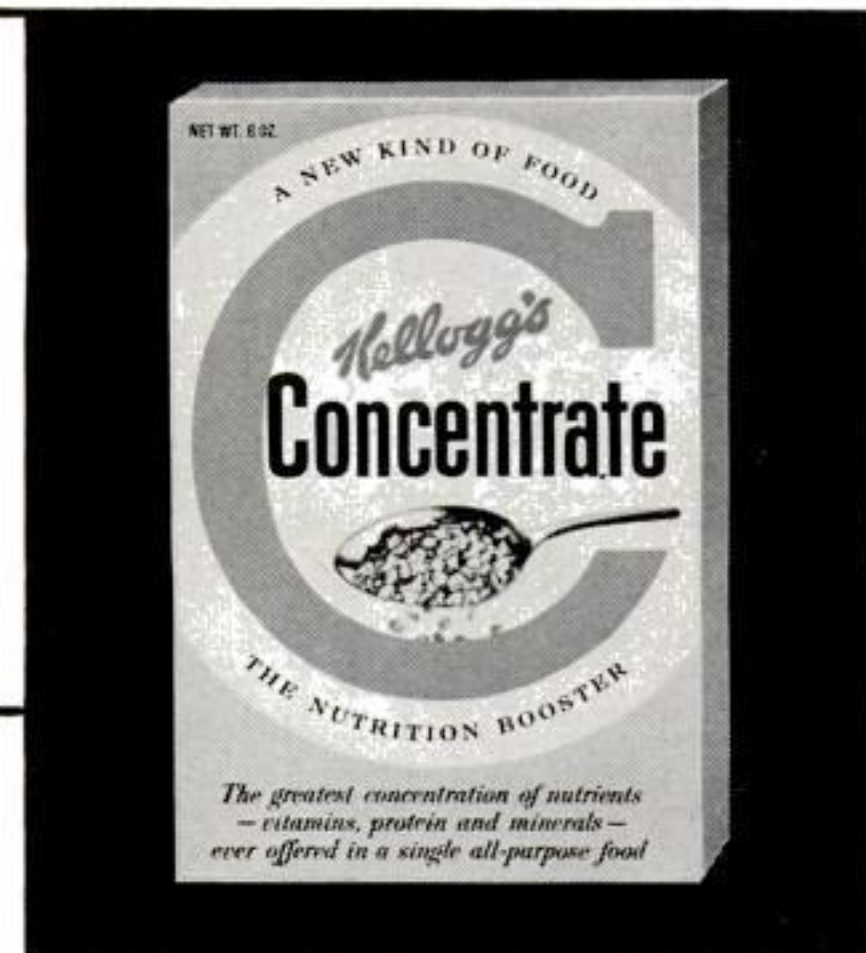
This electronic device is used to light cigarettes without any of the extraneous elements sometimes resulting from matches and lighters.

Philip Morris Inc.

Where research leadership makes for confident smoking

NEW

The greatest concentration of nutrients ever offered in a single all-purpose food

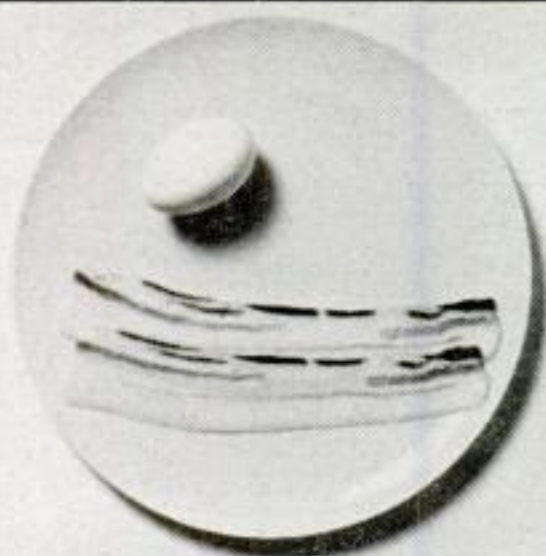


Kellogg's CONCENTRATE

(The ready-to-serve nutrition "booster")

© 1959 by Kellogg Company

One ounce gives you the nutritive values indicated, in all these fine foods.



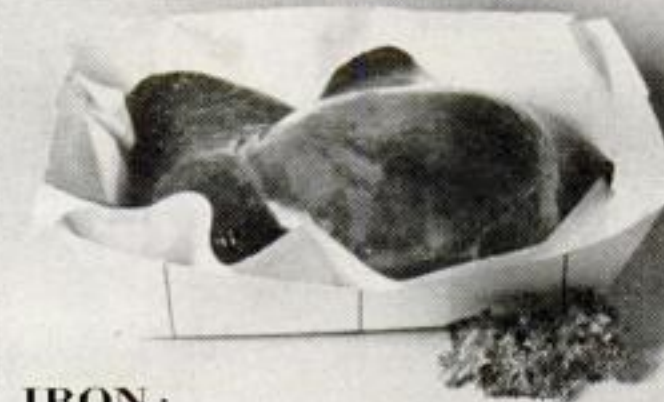
PROTEIN:
more than an egg and two strips of bacon.



VITAMIN B₆:
more than five carrots.



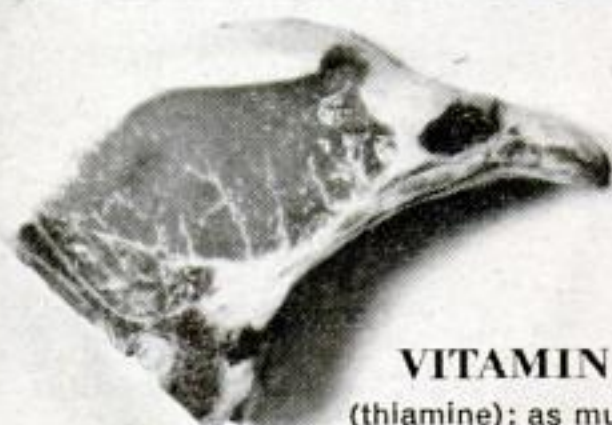
FOLACIN:
as much as three ounces of broccoli.



IRON:
as much as two ounces of beef liver.



VITAMIN D: as much as a quart of vitamin D milk.



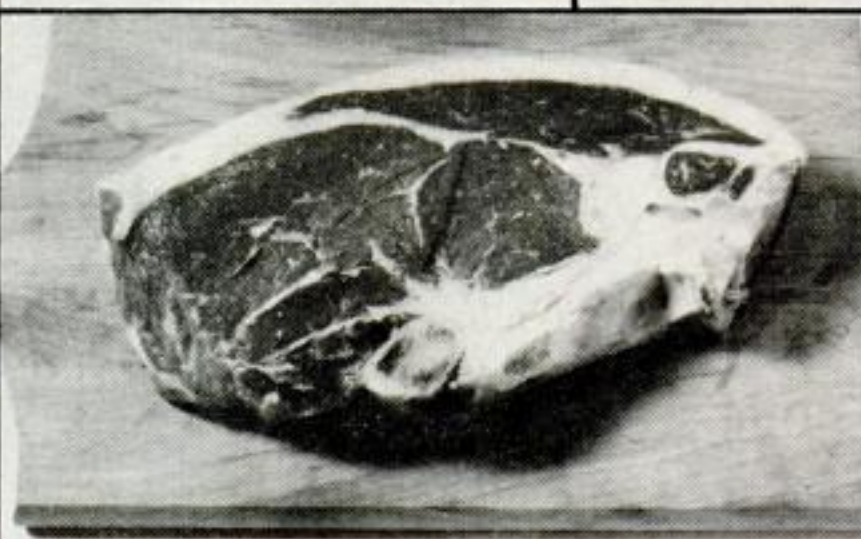
VITAMIN B₁:
(thiamine): as much as three ounces of pork.



VITAMIN B₁₂:
as much as one ounce of meat or fish.



VITAMIN C: about as much as a four-ounce glass of tomato juice.



NIACIN: more than three ounces of beefsteak.



RIBOFLAVIN:
more than four ounces of Cheddar cheese.

WHAT IT IS:

Kellogg's Concentrate is a great new food developed from the grains. It's ready to eat—requires no cooking, no refrigeration. And its tiny flakes, so crisp and good-tasting, contain more concentrated nutrition—vitamins, protein and minerals—than any other single all-purpose food. For instance, one ounce (about $\frac{1}{3}$ cup) contains:

PROTEIN: More than an egg and two strips of bacon.

IRON: As much as two ounces of beef liver.

VITAMIN B₁ (thiamine): As much as three ounces of pork.

RIBOFLAVIN: More than four ounces of Cheddar cheese.

NIACIN: More than three ounces of beefsteak.

VITAMIN C: About as much as a four-ounce glass of tomato juice.

VITAMIN B₆: More than five carrots.

VITAMIN B₁₂: As much as one ounce of meat or fish.

VITAMIN D: As much as a quart of vitamin D milk.

FOLACIN: As much as three ounces of broccoli.

HOW YOU EAT IT:

There are many ways to enjoy Kellogg's Concentrate. By itself, it is, nutritionally, a satisfying meal. Added to other foods, it's a big nutrition plus. Economical, too, because it's so concentrated.

FOR BREAKFAST: Serve this delicious food as a cereal . . . or sprinkle it on your other favorite cereals and foods. One ounce ($\frac{1}{3}$ cup) with four ounces of milk ($\frac{1}{2}$ cup) provides 23% of a grown man's daily recommended allowance of high-quality protein.

FOR SNACKS: Low in calories, it makes a wonderful snack any time of day . . . or night.

ADDITIONAL USES: Adds nutrition and flavor to all foods. Sprinkle it on casseroles, soups, salads, vegetables, or desserts—in fact on almost any food. Add it to meat loaves, patties, stuffings, pancakes, waffles, or almost any of your favorite dishes.

WEIGHT WATCHERS: Eat Concentrate with non-fat milk as an aid in weight reduction.

WHAT IT DOES:

This new kind of food is high in nutrients essential to good diet—low in things we get plenty of, such as fats.

Kellogg's Concentrate is a real nutrition "booster"—especially helpful to weight watchers, children and adolescents with finicky appetites, women during pregnancy, and to all people requiring a high-protein diet.

In addition to its high-protein content (it's 40% protein), a one-ounce serving—containing only 106 calories—provides the following percentages of minimum daily adult requirements of these nutrients.

Vitamin B₁ (thiamine), 50% . . . Riboflavin, 50% . . . Iron, 50% . . . Niacin, 50% . . . Vitamin C, 50% . . . Vitamin D, 100% . . . Vitamin B₆, 66% . . . Vitamin B₁₂, 100% . . . Folacin, 50% . . . Phosphorus, 12% . . . Calcium, 2%.

Pick up a package of Kellogg's Concentrate at your grocer's today. You'll find many ways to enjoy it.

KELLOGG'S OF BATTLE CREEK

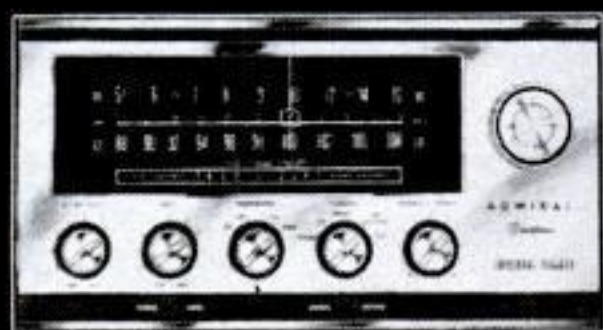
Tokyo Troupe

Wows

Las Vegas

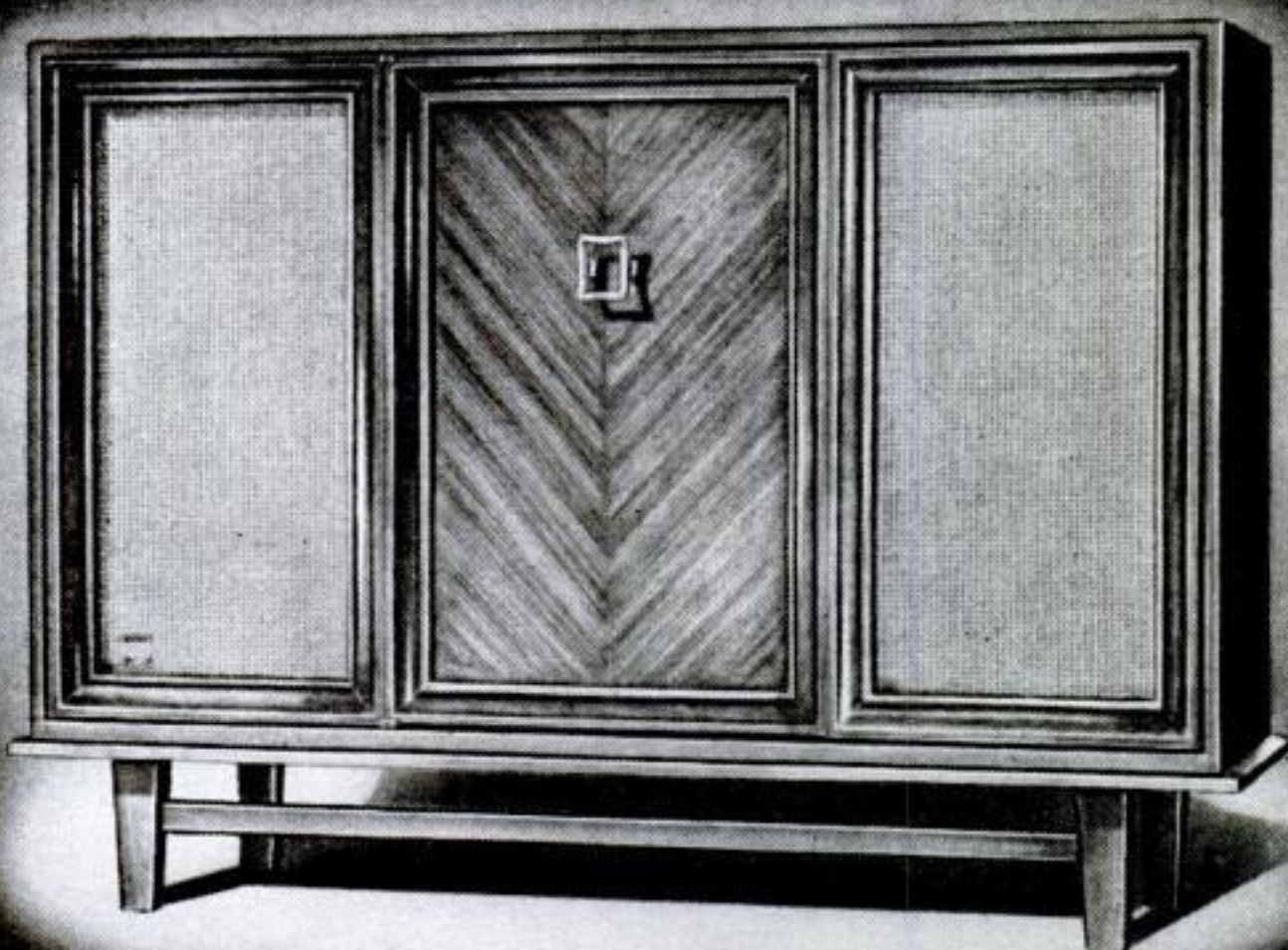
The dancer here giving the cha-cha-cha a lively twist is a Japanese girl wearing Latin-American make-up. Her name is Rie Taniuchi and she is one of the most alluring elements in the best nightclub show now in the U.S. The spectacle she bedecks, "Holiday in Japan," is staged three times nightly at the New Frontier Hotel in Las Vegas by 60 performers from Tokyo who try almost everything from samurai sword fights to slapstick baseball. The cast was assembled in Japan and rehearsed in Las Vegas. On the night it opened it got a half-hour standing ovation from the audience. "I've seen people win fortunes here," a croupier remarked, "and get less excited." The New Frontier's owners have since booked it to stay a year.

CONTINUED



First Truly Professional
Stereo Sound Control Center
with Visual Balance Indicator

The Finest Quality Instrument in all the World of Stereo



New 1960 Admiral Stereo First with Phantom Third Channel

Now for the first time you can make any room in your home a magnificent, truly professional stereophonic sound studio. Admiral stereo phonos combine the finest quality custom components with a complete professional sound control center, including the first visual balance indicator.

From two perfectly matched and balanced sound systems, music reaches you not just from left and right channels, but also from a *phantom third channel* in the center. Admiral alone lets you hear as an orchestra leader hears, completely surrounded by moving, dimensional sound. Choose from a decorator collection of all-in-one units and matching 2-piece ensembles of rare beauty.

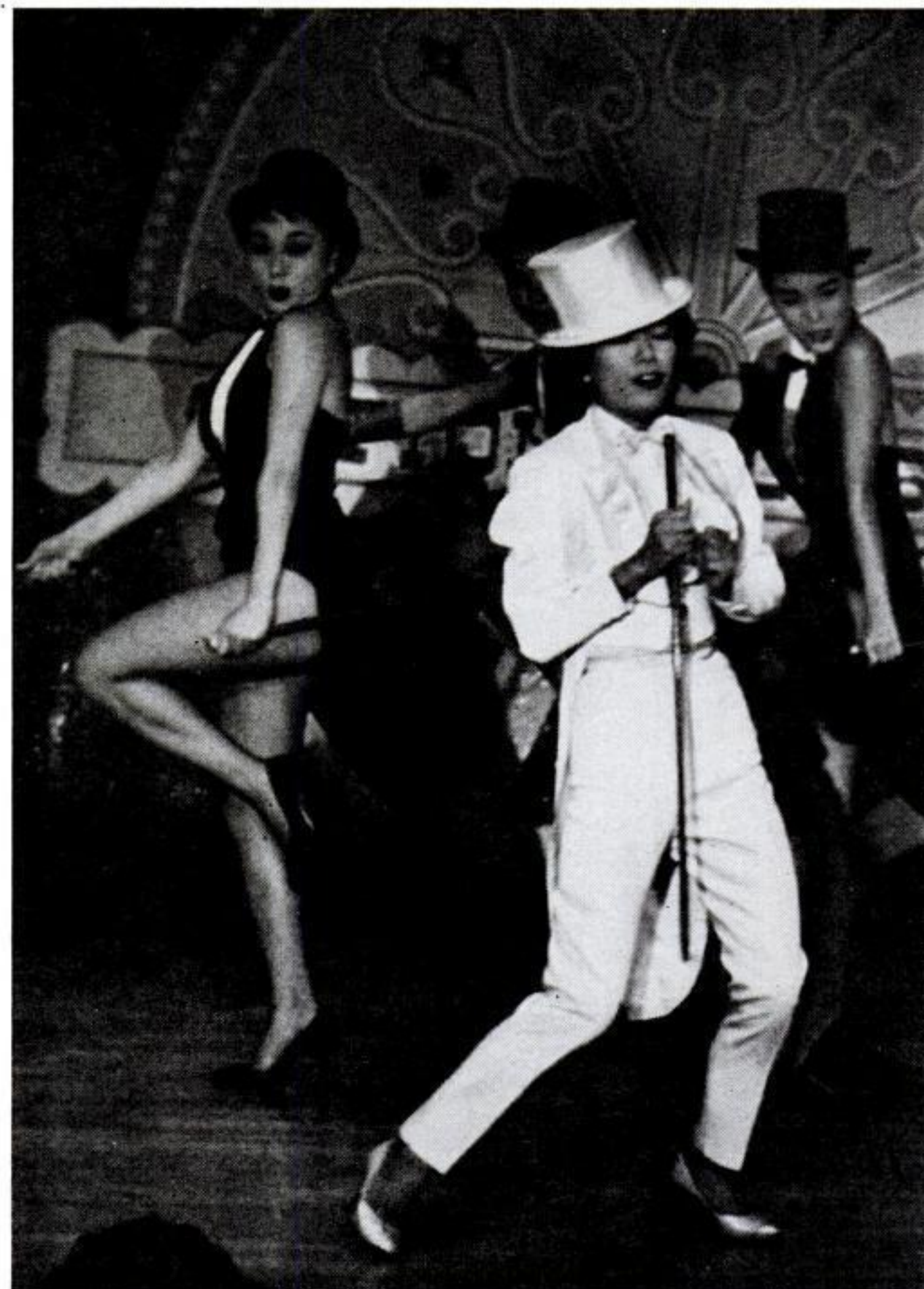
The Consort. Model 1170. Dual channel amplifiers, 80 watt peak power. 6 quality stereo speakers. Two 12" woofers, two 6" mid range, two 3½" tweeters, Admiral built stereo record changer. Separate bass, treble, loudness and balance controls. FM/AM radio.



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MIMICKING A MINSTREL SHOW, Diana Nakamori in white tie and tails sings *Dear Old Southland* while a line of chorines passes in a high strut.



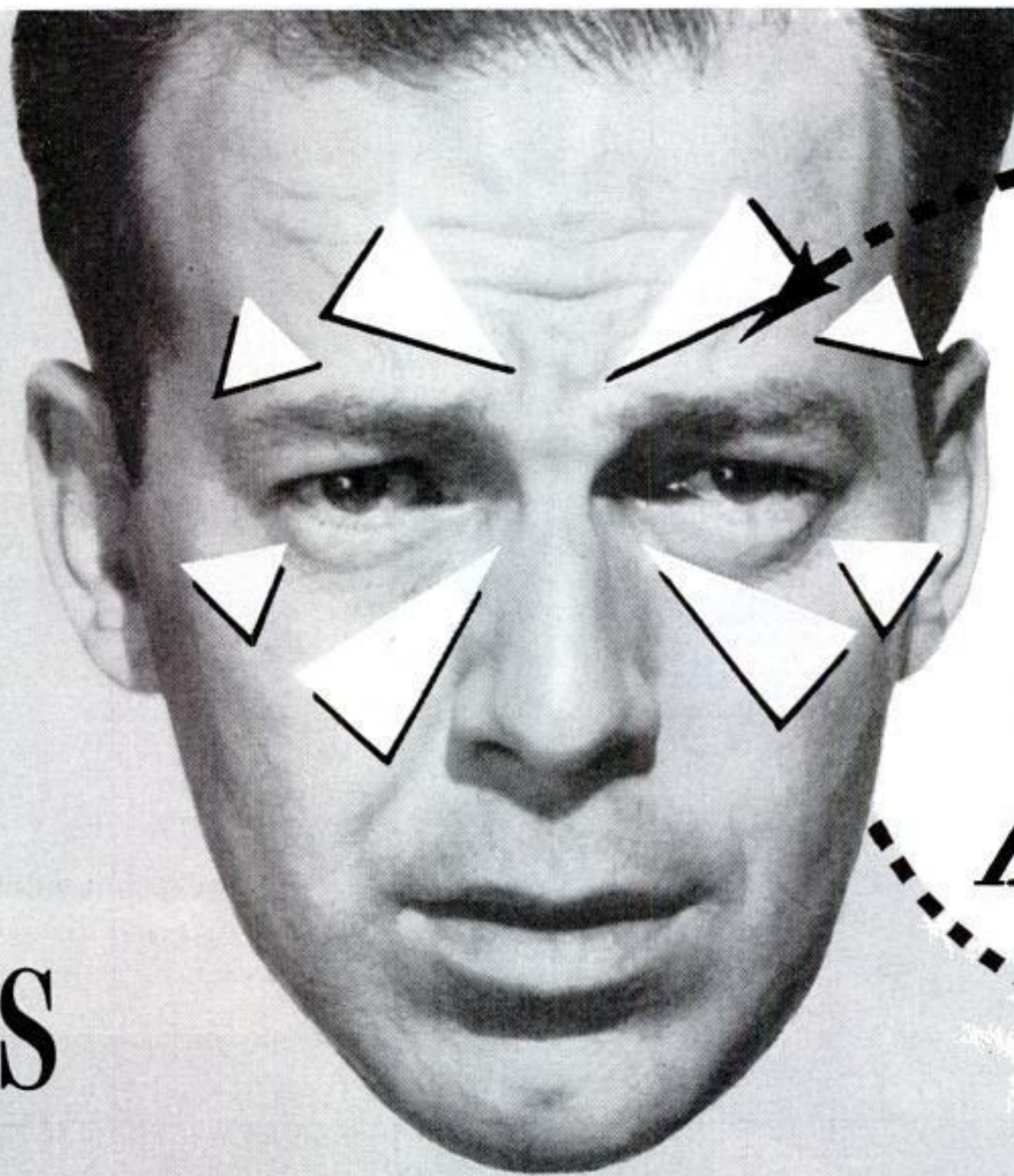
PARODYING ROCK 'N' ROLL, two members of troupe in waiters' garb carry off a fan stiffened with ecstasy by the singing of a Presley-type idol.

CONTINUED

for RELIEF of COLDS MISERIES and SINUS CONGESTION...

Revolutionary
3-layer tablet

**HELPS DRAIN
ALL 8
SINUS CAVITIES**



***CRITICAL
AREAS
OF COLDS
INFECTION***

- ▶ Relieves Pressure, Pain, Congestion
- ▶ Works Through the Bloodstream
- ▶ Reaches all Congested Areas
- ▶ Shrinks Swollen Membranes
- ▶ Restores Free Breathing
- ▶ Reduces Fever
- ▶ Controls Postnasal Drip

For new blissful relief of colds miseries and sinus congestion...try DRISTAN Decongestant Tablets.

In DRISTAN, you get the scientific *Decongestant* most prescribed by doctors...to help shrink painfully swollen nasal-sinus membranes. You also get a highly effective combination of Pain-Relievers for relief of body aches and pains due to colds...plus an *exclusive antihistamine* to block allergic reactions often associated with colds. And, to help build body resistance to colds infection, DRISTAN contains *Vitamin C*...

actually five times your daily minimum requirement (in one day's dose).

No ordinary colds medicine...whether in liquid, tablet or any other form...can benefit you in the same way as DRISTAN Decongestant Tablets.

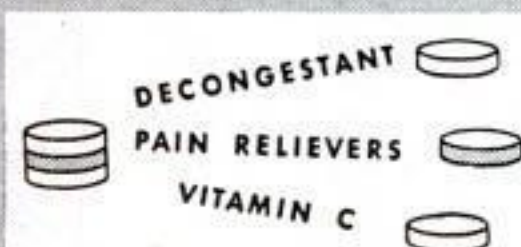
Millions of people have already found new blissful relief from colds miseries and sinus congestion with DRISTAN. You can, too! Get DRISTAN Decongestant Tablets. Available without prescription. And...important...accept no substitutes.



BEFORE. Sinuses and nasal passages clogged with germ-laden mucus...responsible for so much colds suffering.



AFTER. All nose and sinus areas decongested and drained...free, comfortable breathing restored.



EXCLUSIVE! DRISTAN is the exclusive 3-layer tablet discovery which for the first time makes it possible to unite certain medically-proved ingredients into one fast-acting uncoated tablet.



There's Nothing Like DRISTAN® Decongestant Tablets!



...then we bought a
MAGNUS Grand
 ELECTRIC CHORD ORGAN
 no lessons ... beautiful music
 ... the same day



Make the same wish come true for yourself just as quickly. You too will sit down and play entire songs beautifully, even though you've never taken a lesson or read a note in your life.

Everyone finds it equally easy to play the Grand. All you do is match letters like A, B, C, and numbers like 1, 2, 3, to keys and chords which are marked the same way. You'll be able to play every one of 500 specially arranged songs in 20 Magnus music books the minute you set eyes on them. You'll play classics, hymns, popular and old-time favorites, jazz, westerns, and holiday music.

Best of all, Grand music sounds so unusually warm, rich, and beautiful, its quality is comparable to the vibrato of cathedral organs. Only the Grand makes this tone-perfect sound because it has the exclusive Dualtone chamber. It harmonizes two variations of the same note for that special Grand tone, rich, vibrant, lingering!

See and hear the Grand ... play it yourself. Notice the features ... volume control, book rack, table and legs, sculptured cabinetry in three decorator finishes.

You can be sure of quality too. The Grand is American made throughout. And it has earned the Good Housekeeping Seal and the McCall's Use-Tested Tag. Here's what the impartial McCall's testing Laboratory says:



"EASY AND FUN TO PLAY ... novices and experts liked it. RICH, FULL, RESONANT CHORDS, pleasant listening tone qualities. TRUE PITCH, EVEN INTENSITY ... keys and chords are wonderfully accurate."

Also see the **MAGNUS 500** **\$129⁹⁵**

and no more

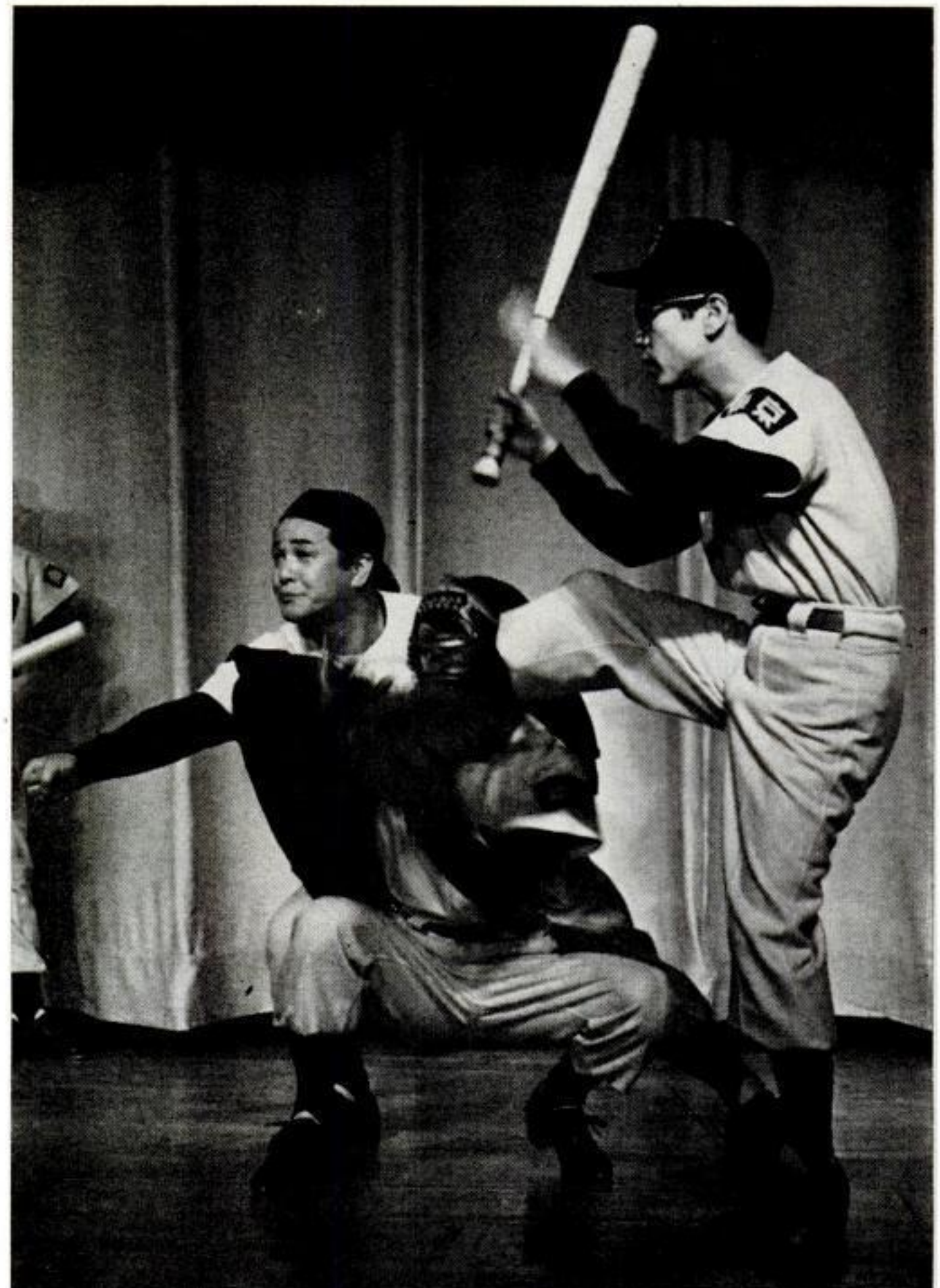
Available at appliance, department, furniture and music stores everywhere.

Send today for free color literature and a complete list of Magnus music books and songs.

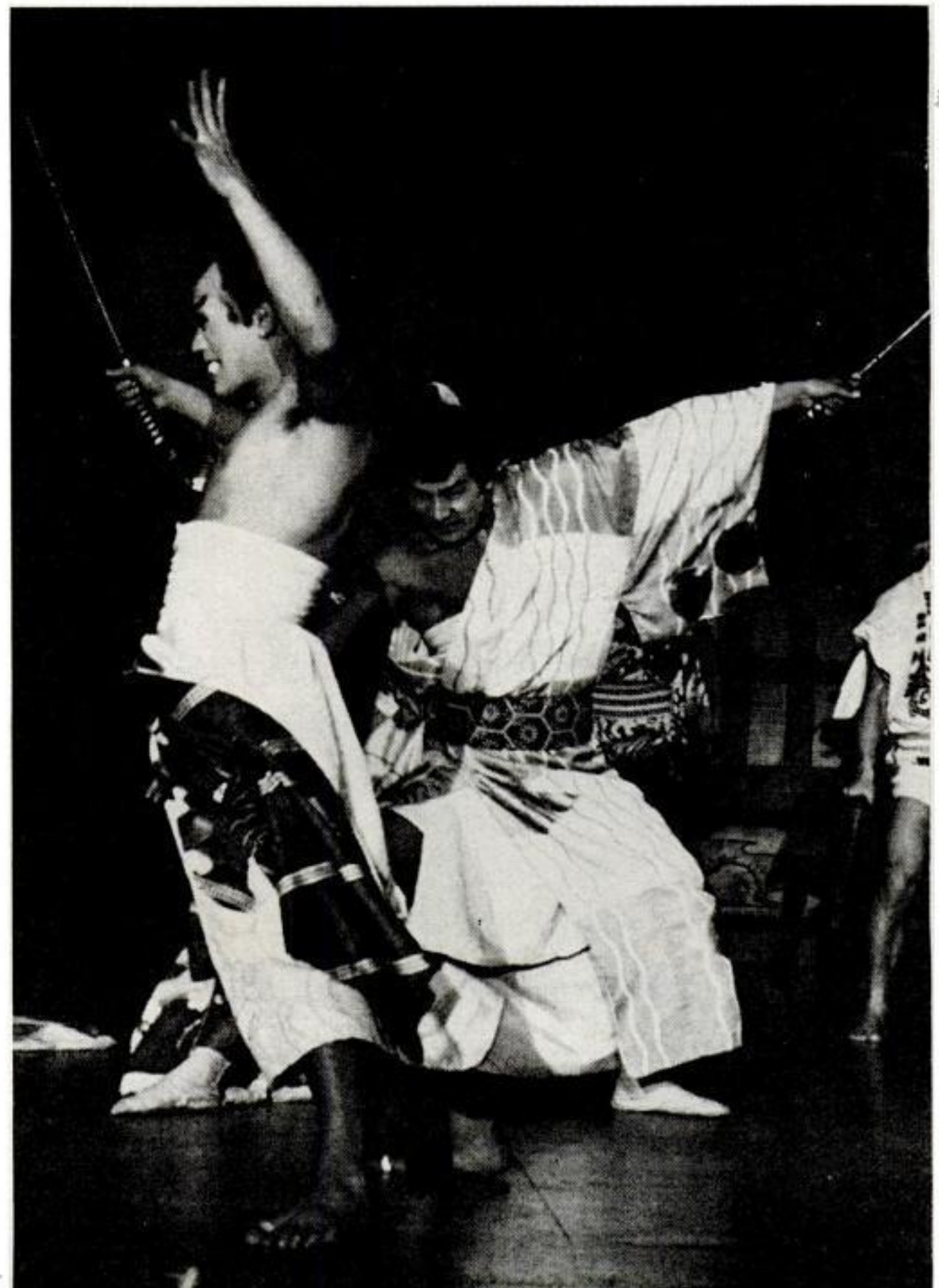
THE MAGNUS ORGAN CORP., Dept. L-10

Originators and World's Largest Manufacturers of Portable Electric Chord Organs

100 NAYLON AVENUE • LIVINGSTON, NEW JERSEY • U.S.A.



IN A SPOOF OF BASEBALL, batter kicks the ball out of play before the catcher can get his mitt on it. Puzzled umpire then calls for another pitch.

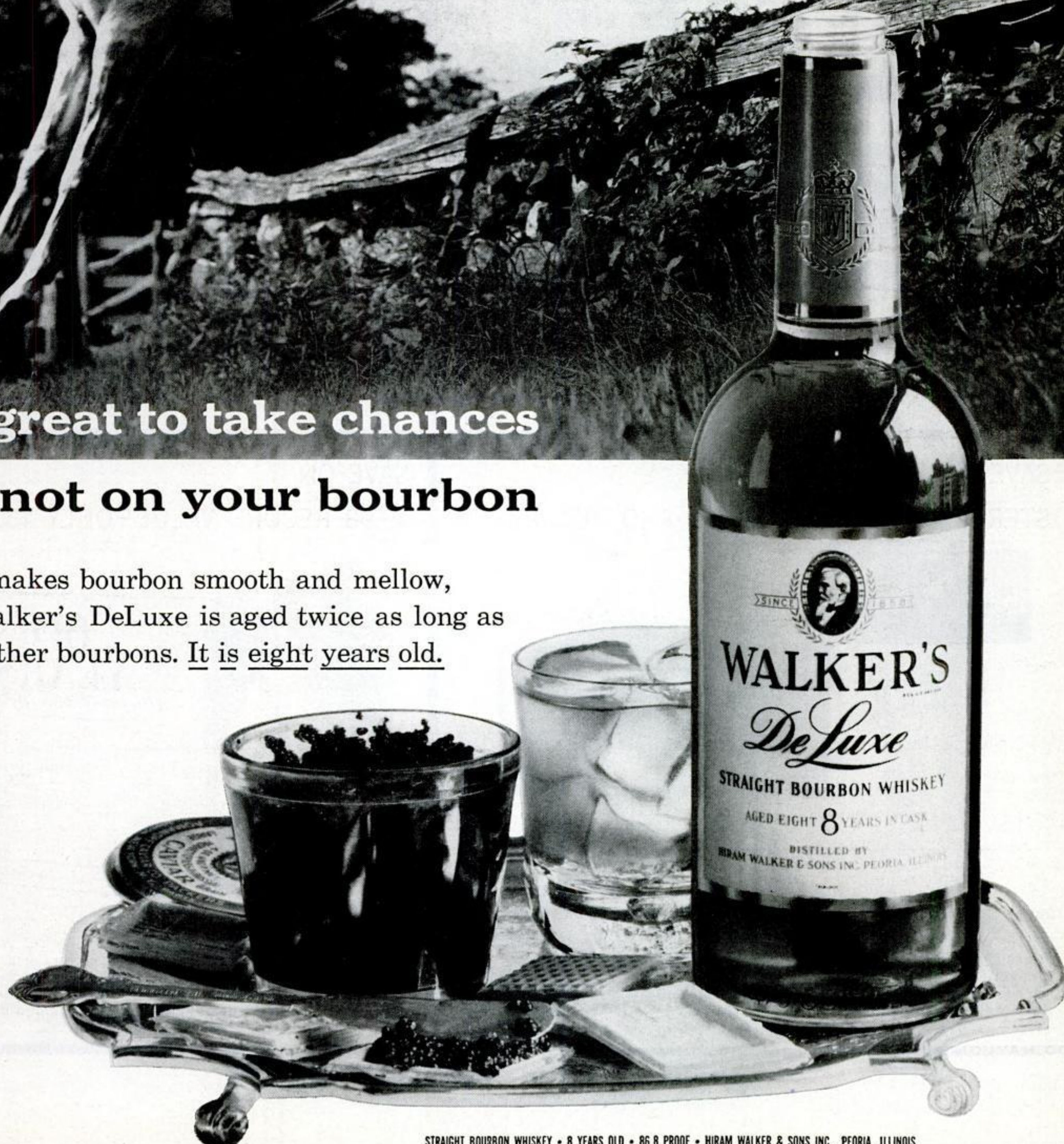


IN SWORD-SWINGING DRAMA, players in garb of the classic Japanese theater enact samurai warriors dueling with traditional ceremonial weapons.



**It's great to take chances
but not on your bourbon**

Aging makes bourbon smooth and mellow,
and Walker's DeLuxe is aged twice as long as
many other bourbons. It is eight years old.

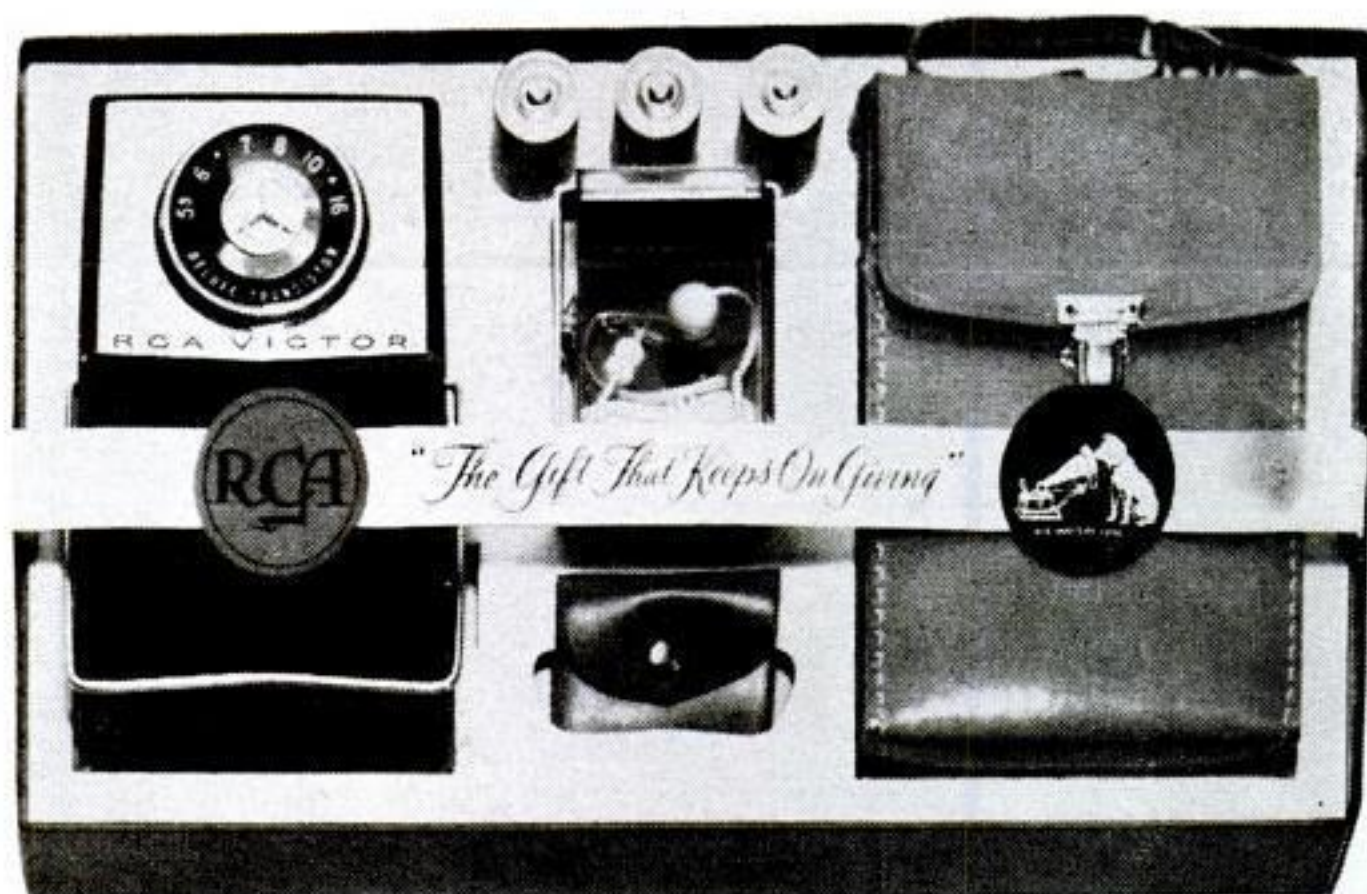


STRAIGHT BOURBON WHISKEY • 8 YEARS OLD • 86.8 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

THE RCA VICTOR FESTIVAL^{of} NEWS

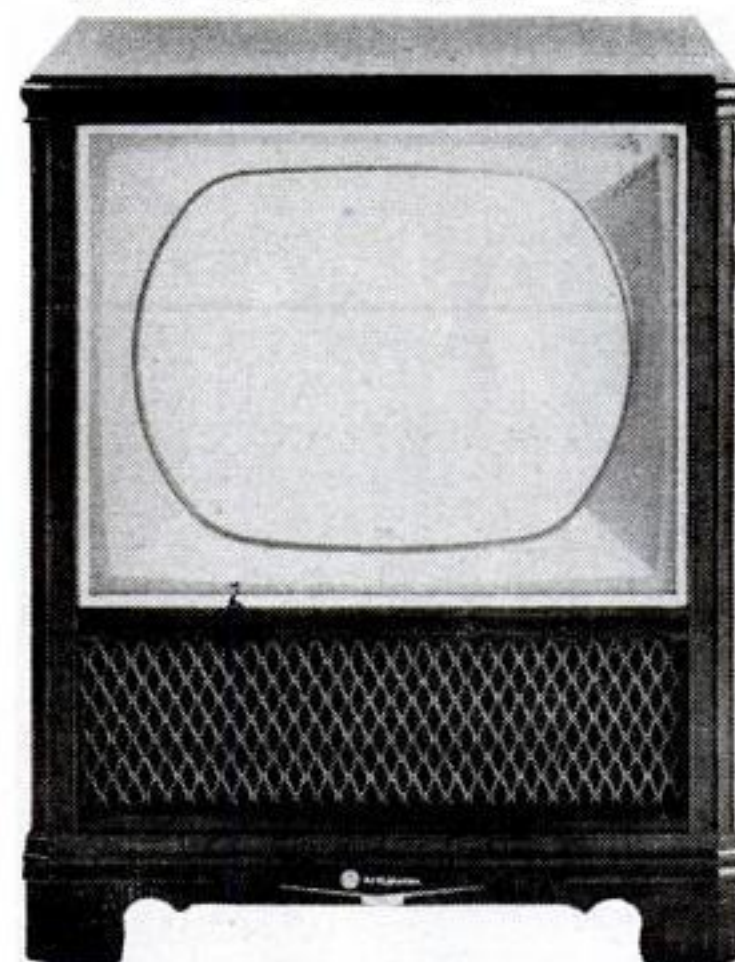
EXTRA! EXTRA! READ ALL

SAVE ON COMPLETE TRANSISTOR RADIO OUTFIT



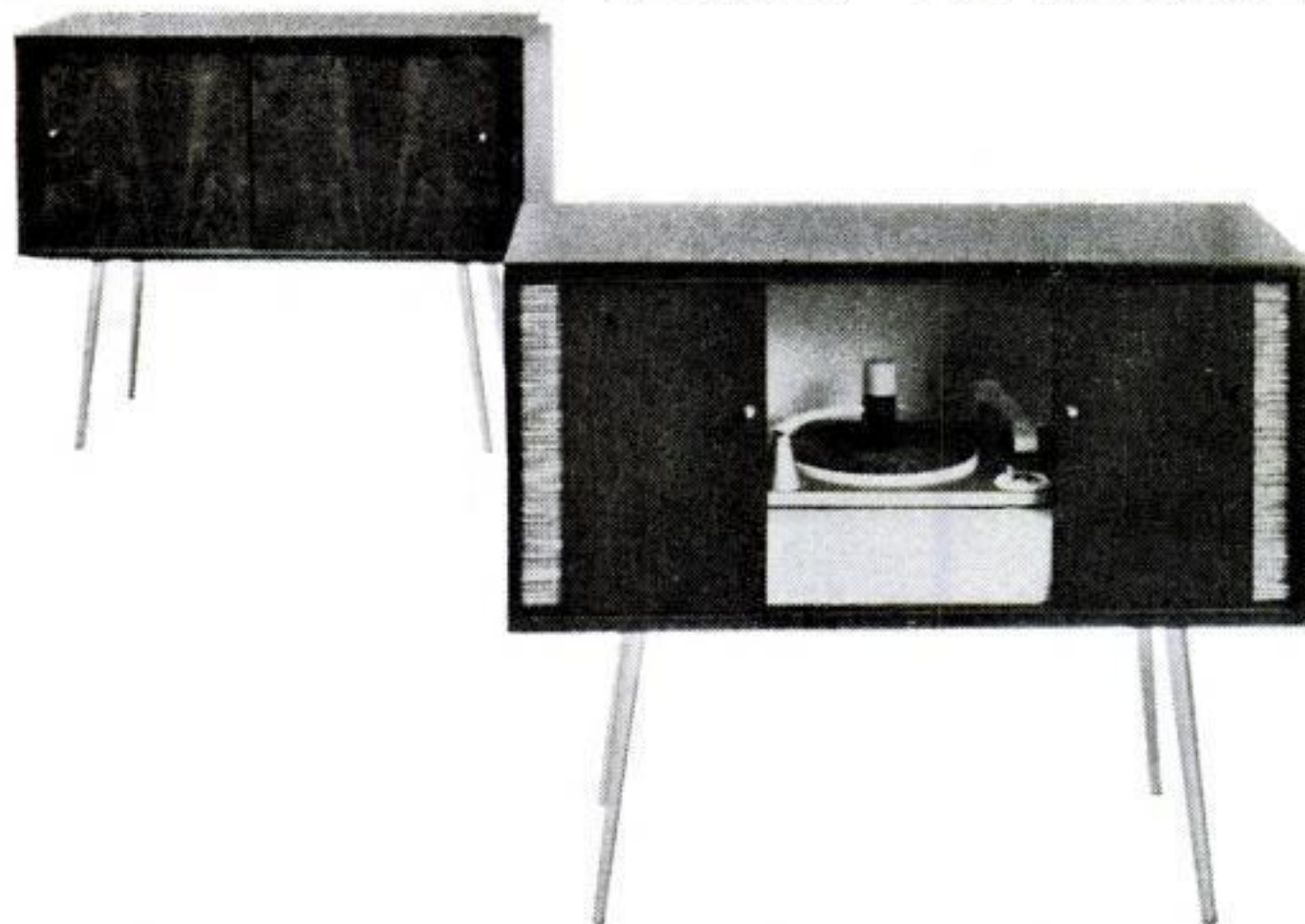
Now, for what ordinary transistor radios cost, you can have the RCA Victor *Rio* with three big exclusives: non-breakable "IMPAC"® case, "Golden Throat" tone and new "High-T" circuit. And your RCA Victor dealer gives you a carrying case, earphone, earphone case, and batteries—all in a distinctive gift box—for just a handful of change more! It's a Newsmaking "Festival" Value!

SAVE ON ADVANCED "LIVING COLOR" TV



With a big schedule of sports, "Spectaculars" and top shows—there's no better time to own Color TV. And no better time to buy it than right now! Dealers are offering exciting values like this: *The Winslow* (210-CK-87). Its 21-inch tube (overall diameter) gives you a full 260 square inch picture—color or black-and-white! See a demonstration. Be surprised at the special "Festival" low price!

SAVE ON STEREO HI-FI WITH CABINET AND RECORDS



This is the opportunity you've waited for. Step into the wonderful world of Stereophonic Sound now! Most RCA Victor dealers are offering this 4-speaker Stereo High Fidelity "Victrola,"® *The Mark XXIIID*, and matching record storage cabinet at a special "Festival" price you can't pass up. And you get *free* a stack of RCA Victor "Living Stereo" records—over \$100 worth—if you buy now!

SAVE ON \$9.98 RECORD VALUE—ONLY \$3.98

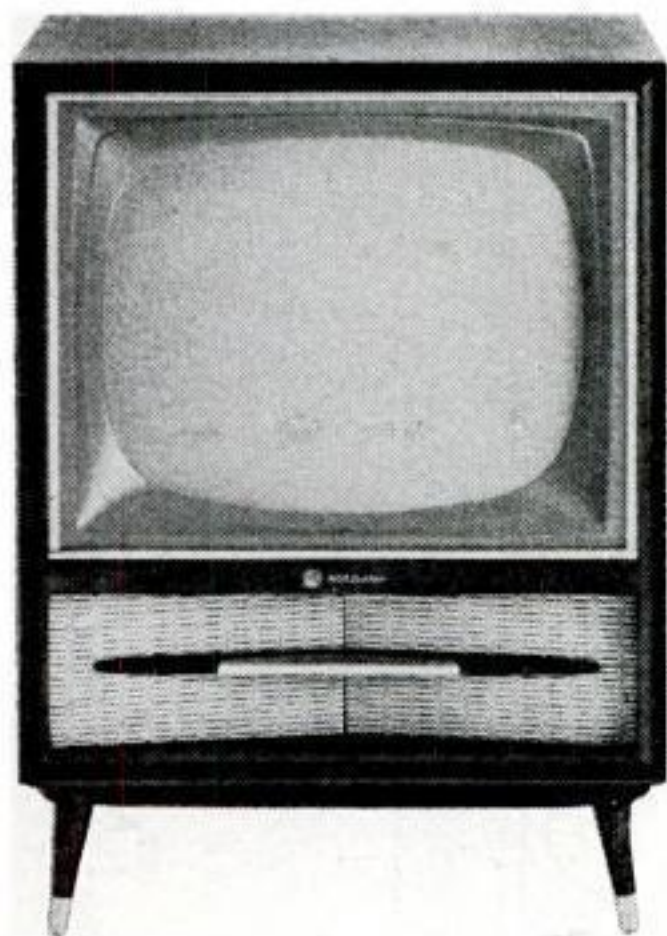


A priceless 60 year collection for a \$3.98 price! A 2-record album of the great names in American music from Caruso to Como. Hear Jan Peerce, Benny Goodman, Perez Prado, Toscanini, Paul Whiteman, Gene Austin, Paderewski, Marian Anderson, Eddy Arnold, Glenn Miller, the Boston Pops, Artie Shaw, Mario Lanza, Leopold Stokowski, Jose Iturbi, and a dozen more.

ABOUT IT! AT YOUR RCA VICTOR DEALER'S NOW!

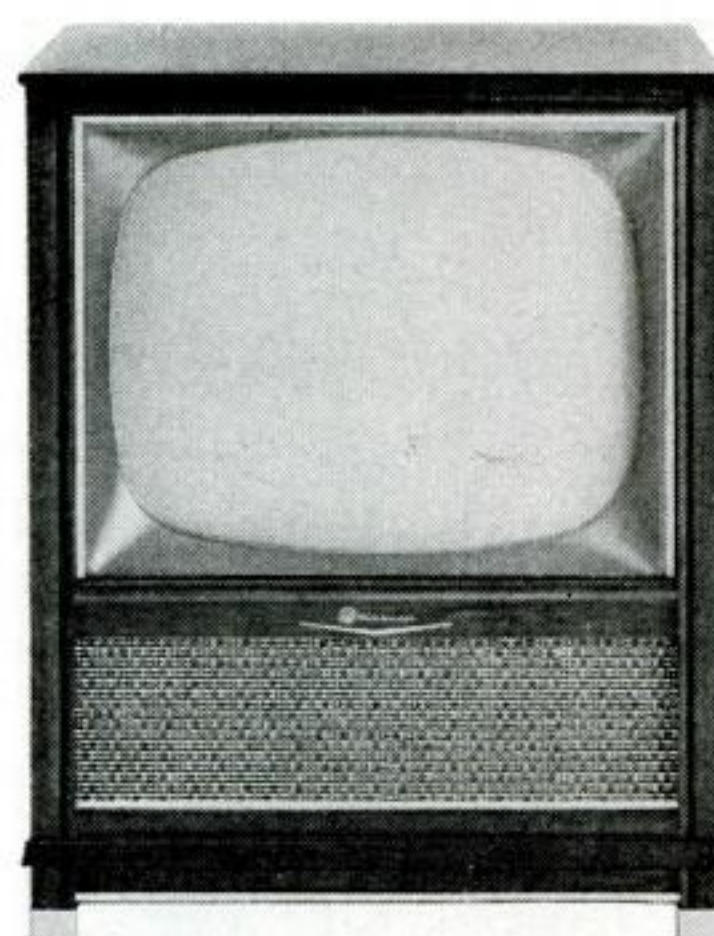
MAKING VALUES!

SAVE ON
CONSOLE TV THAT SWIVELS TO FACE YOU



You'd expect to pay over \$300 for TV as fine as this. But your dealer will save you big money on this big Newsmaking "Festival" Value! This console TV swivels at a touch of a finger. Aims picture and sound right at your easychair. Has a 25% brighter picture, greater contrast, and an extended-range Duo-Cone speaker that can double as the second speaker unit for Stereo Hi-Fi. The RCA Victor *Ashland* (210-K-31), 262 square inch picture, 21-inch tube (overall diagonal).

SAVE ON
TV WITH BIGGER THAN LIFE PICTURE



A giant value on giant-screen TV! This is the RCA Victor *Bridgeport* (240-K-48) with 24-inch picture tube (overall diagonal), 328 square inches of viewable picture! And what a picture! 25% brighter than on previous models — with greater contrast, too. The value isn't just on the price, either. Here's TV built for years of satisfaction. It's another RCA Victor Newsmaking "Festival" Value!

There's a storeful of values waiting for you at your RCA Victor dealer's. Like the six great values shown here, RCA Victor Newsmakers give you big "extras" in features, "extras" in dependability, "extras" in quality. Every Newsmaker value can save you money when you buy it—give you more pleasure when you use it. See for yourself. See the "Festival" values at your RCA Victor dealer's now. And hurry. Values like these won't last long!



©RCA trademark for record players. Nationally advertised list price shown, subject to change without notice.

THE CONFUSED IMAGE



SEARCHING FOR AN IDENTITY to present to the world, a man symbolizing the U.S. public looks into a bewildering maze of mirrors. In order to

guide and support his chosen leaders he feels it is necessary for him to be a combination master of technology, a diplomat, a soldier and working man.

AMERICA PRESENTS

U.S. fumbles its job as world leader because it forgets its own principles of freedom and order—it is up to the people to rediscover and reaffirm them

by MAX WAYS

The U.S. is in trouble because its voice in world affairs is unclear and contradictory. This is the argument set forth by Max Ways, former senior editor of TIME, chief of the TIME-LIFE bureau in London and currently a member of the board of editors of FORTUNE magazine.

Why is it in trouble? Because it has forgotten the principles on which it was originally founded—that all governments

should be both constrained by morality and limited by law.

Who is at fault? Ultimately the American people, because they have not told their leaders what they stand for.

What can be done? A massive "democratic dialogue" between people and leaders to clarify the American purpose.

This article is based on Mr. Ways's new book, Beyond Survival, which was published recently by Harper and Brothers.

IN the course of his historic visit we hoped that Khrushchev would "learn something" about the United States. Americans feel misunderstood by the rest of the world, but perhaps the fault is not the world's. Do we ourselves know what we are trying to do? Do we understand what we signify? What did we want Khrushchev to learn about us?

The answers are not easy to find. Khrushchev could have stayed home and added to his knowledge of our military installations, Levittowns, factory output and unregimented farmers and workers. None of these subjects, alone, holds the meaning Americans want to convey about themselves. Our hope was that Khrushchev—and others—would find the center from which these aspects of our country radiate, that he would understand the way in which we relate power, prosperity and freedom to each other. This relation, the key to understanding the United States, will determine the way we deal with other nations.

Of course, we want to be "well liked" by the world, but much more is involved. John Foster Dulles would have been better liked if he had not insisted on expounding principles of American conduct. Dulles did this not out of an offensive personality but because he was convinced that American spokesmen had a duty to make the United States—as it really is—understood by others. He believed that miscalculations about the United States had contributed to the beginning of two world wars.

A nation that does not understand the meaning of its role may fumble and stumble. Its power may be wasted because it is unclear about the ends toward which its power is to be exerted. Its thought may be confused because its attention is fixed month after month upon some particular crisis in foreign affairs. Each of these—Yalta, San Francisco, Potsdam, Czechoslovakia, the Berlin blockade, the fall of China, Korea, Indochina, Suez, Hungary, France, Lebanon, Berlin—has been worth the millions of words of microscopic coverage. But each is a fragment, incomprehensible except as it is fitted to the others in a much larger framework. To find such a framework Americans must figuratively back away from particular crises and seek first of all an idea of the essential meaning of the United States. If we are clearer about what we are, then we may find an indication of what we ought to do.

THE United States was not always characterized by great power or prosperity. The continuous thread in our history has to do rather with a philosophy of government, with the way in which government is related to fundamental beliefs about the nature of man. The Founders of the United States invented and adapted devices for applying certain beliefs to government, but they did not invent the beliefs themselves. These had been developed by the West for more than 2,000 years. They include what many peoples of the world today consider a peculiar way of relating the idea of order to the idea of freedom.

Men are bound, in a sense, by the order established by their Creator, "the laws of Nature and of Nature's God." But men are also free to search for meanings and applications of those laws and are even free to disregard them—at their peril. Out of this paradox of bound and free comes an idea of morality that applies to governments as well as to individuals. Government need not be weak, but it ought to be limited. It may not, ultimately, determine what is "right." It is, instead, held responsible for building and maintaining situations of order in which men are allowed to engage in the pursuit of happiness, meaning the free choice of right. Governments, like men, have the power to do what is wrong—and the people are responsible for what government does in their name. That moral bond is the basis of democracy, and it is symbolized in the Declaration of Independence by the phrase "sacred honor."

The particular devices through which the Constitution tries to reflect

in politics the philosophy of the West are not intended to apply to all societies in every stage of development. Attempts to transfer the American blueprint are doomed. But American and Western tradition holds that the fundamental ideas of freedom and order, which these constitutional devices are meant to serve, are true everywhere. Accordingly, a nation formed in this spirit will see that international affairs are subject to the same restraint that limits governments in their internal actions.

Through most of its history the United States has not been acutely conscious of the relation between its political philosophy and its foreign policy. In the 19th Century the American share of responsibility for world order was not large. The world's condition of order, while far short of perfection, seemed both adequate and certain to improve. But since 1914 this confidence has received one shock after another. If Americans turn now toward examination of their international responsibilities, it is because they know they live in a world of growing disorder.

What caused the danger

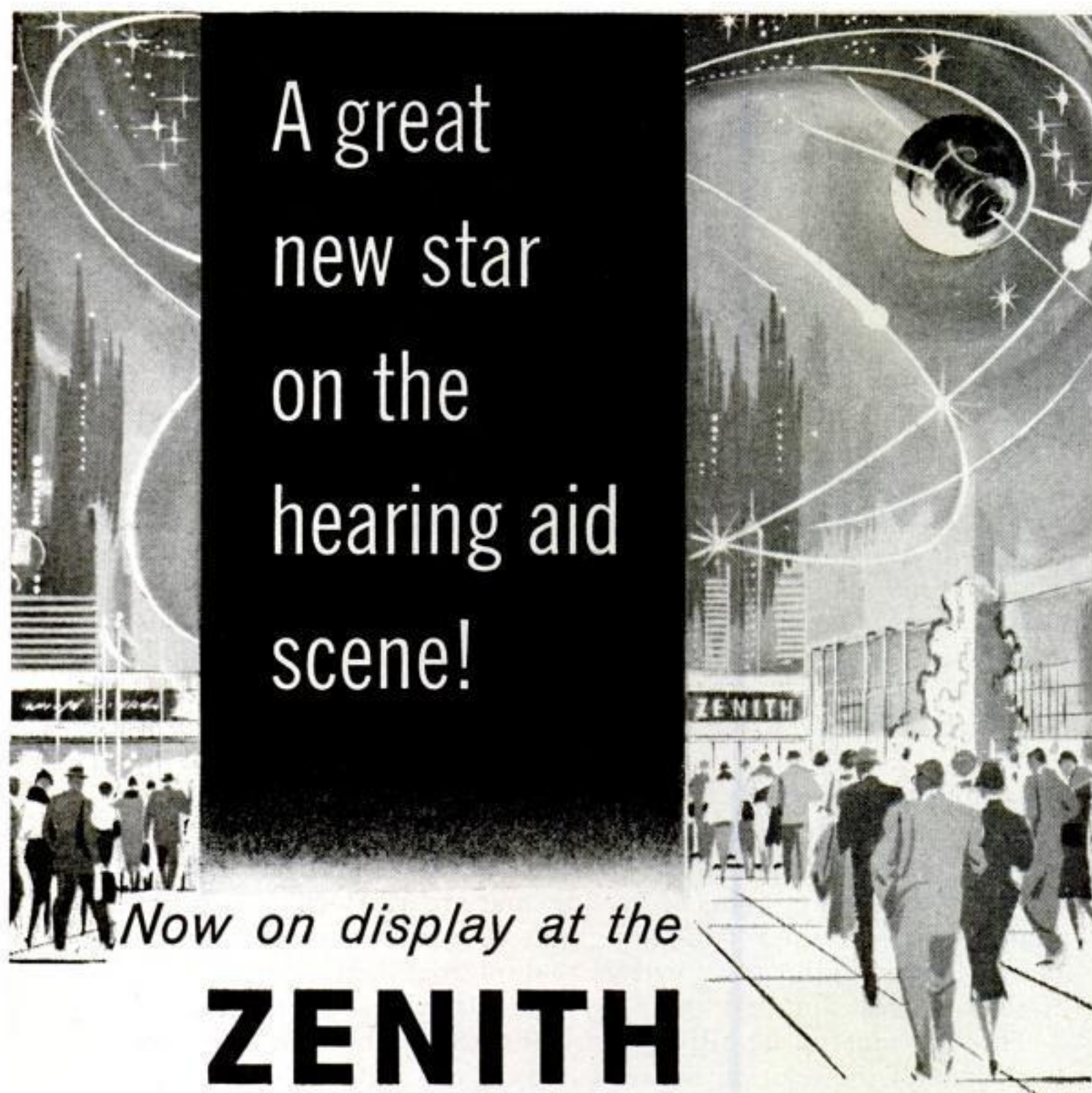
WHAT has caused that disorder? The disintegration was under way even before Communism became a serious factor. Dictatorship, poverty, aggression and xenophobia have been around as long as politics; their presence cannot account for the peculiarly modern kind and degree of political danger.

Much evidence suggests that the common disintegrator of political order throughout most of the 20th Century has been the rise of technology. This conclusion is hard for Americans to accept. We see technology as the source of our power and prosperity. We know that in our country technology has had a generally good effect on politics, broadening the base of democracy through education, softening the clashes between economic interest groups. How can political disorder elsewhere spring from this benefactor?

The first effect of applied science and industrialization on politics is to increase power at the top and bottom of the political pyramid. Government becomes much more effective at collecting taxes, raising armies, propagandizing its citizens and a thousand other activities it used to perform clumsily. It adds new welfare and managerial activities that reach far into the lives of citizens. And because of technology in external affairs many governments, even relatively feeble ones, now possess the means of killing quickly hundreds of thousands of citizens of other countries.

At the bottom of the pyramid, technology has also given more power to the people. Even in the dictatorships they are no longer mute, ignorant or disregarded. Governments, knowing that everything depends on the active cooperation of the people, court their approval of decisions in all fields, including foreign affairs. The people in turn, feeling their own increasing power and noting the new strength of their national governments, channel into nationalism the expectations and loyalties which they formerly gave to religion or clan or region. Technology, pushing back the practical limits, gives people a godlike confidence in what they can do through their national governments. This confidence becomes a passion for freedom.

But a love of freedom generated under those conditions is not quite the same as the emotion that runs through the history of the West. Our love of freedom grew largely out of a sense of moral responsibility in politics, which finally reached all the way down to the people. It was conscious of how little, practically, could be accomplished through political power. The modern growth of freedom is less conscious of responsibility or of limits. Modern freedom, a true child of power,



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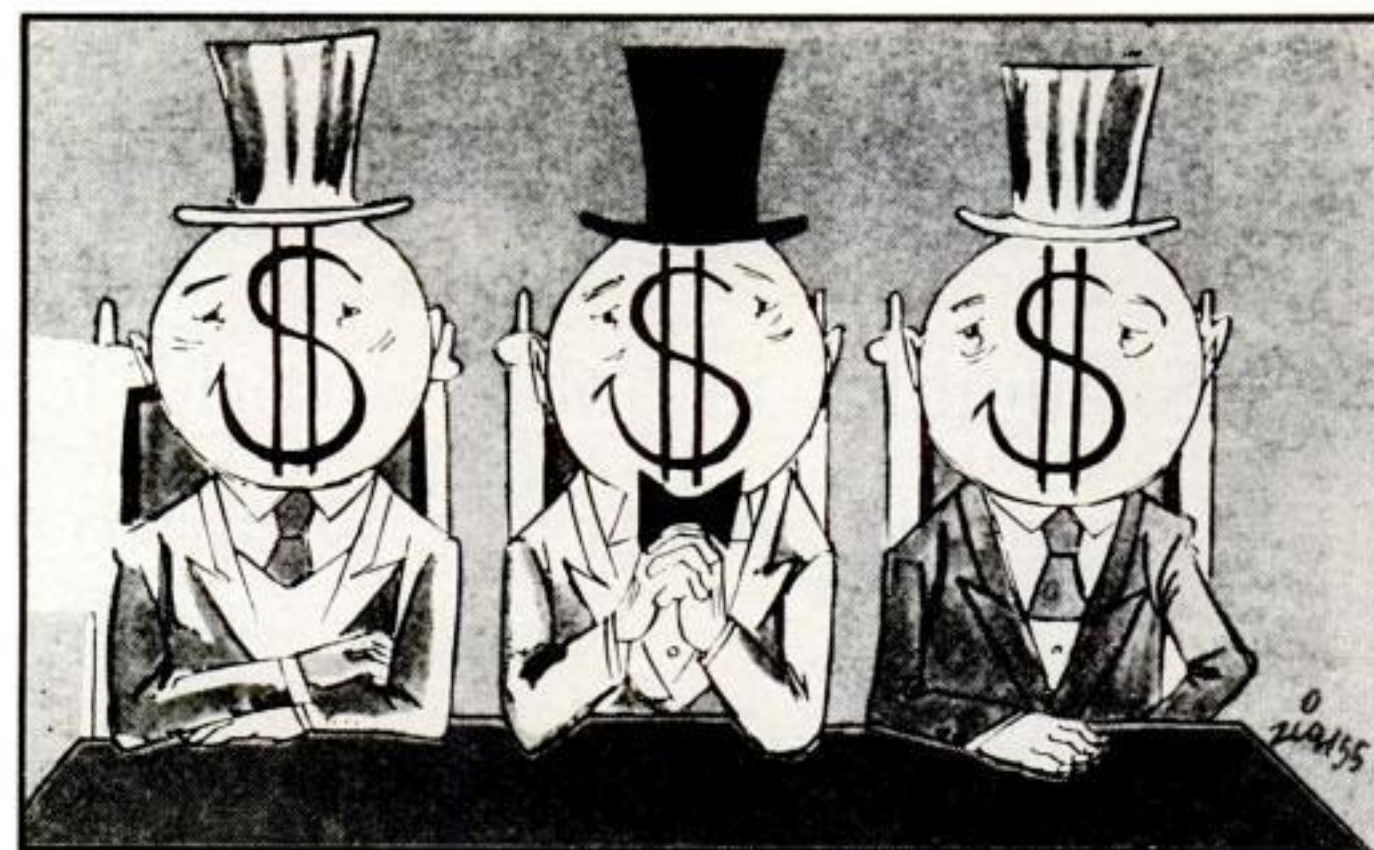
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OUTDATED VIEW of the U.S., as exemplified in cartoon from Russian magazine *Krokodil*, is still widely held because U.S. cannot counteract it.

AMERICAN PURPOSE CONTINUED

thinks of freedom *from* rather than freedom *toward*. What it wants to be free *from* is rival power or law, any kind of restraint.

Those nations which, before technology hit them, had developed a theory of government limited by right are the ones whose politics have best withstood the flood of material progress. Not by coincidence, some of these are also the nations that have made the most progress. The United States at the opening of the 19th Century was not powerful, but it was in the forefront of those nations which were building institutions of democratic order within the spirit of Western philosophy. Continuing to maintain and to invent such institutions through a century and a half of unmatched progress, the United States in its essential character remains true to the idea of government limited by superior right.

This is the basic "meaning" of the United States in a picture of world turmoil. It is important to stress that both the turmoil and the American responsibility toward it arose before the Communist menace. Resisting Communism is part of our job but not the main part, and it is not a part that can be accomplished by itself. Communism will not be successfully resisted until we see it not as the cause of the disorder but as a response to a disorder that already existed. Primarily, a Communist does not make trouble; trouble makes him.

Poverty is not the root of the trouble to which the Communist responds. Very few people in the world are poorer than they used to be. Most are much less poor and all are confident that poverty will be soon relieved. Discussion of economic growth and the distribution of goods between haves and have-nots conceals a deeper division about politics and philosophy. Peoples who for the first time can lift their eyes from the furrow and the rice field feel the surge of their new power. But some among them want to know how their new material possibilities relate to the larger, immaterial implications of man's destiny. If they are outside the West, they do not seem to find answers in their own cultures, partly because these cultures have been badly damaged by the advance of technology with which they were ill-suited to cope. These non-Western cultures have therefore become minor factors in the general turmoil.

The basic struggle is not between the West and any kind of East, but between several Western ways of looking at the relation between the here-and-now and the ultimate meaning of life. This argument inside the West is carried by technology to the remotest corners of the world. Let us not forget that Communism is one of the West's ways of answering the fundamental questions. The fact that Communism is in opposition to the traditional Western philosophy does not make Communism Eastern. The West has bred its own enemy.

Marxism has no copyright on promises to the have-nots. What makes Marxism a force in the world is its character as a philosophy, a way of explaining the fundamental questions of man's relation to society and history. Contrast the way the Communists operate with the way we operate. We promise to let other nations alone, to give them freedom from us. We promise to protect some of them against aggression. We help some of them advance their rates of economic growth. There we stop. The Communist holds out all that we do—and much more. He has a general theory explaining how each people came to its present position. He connects immediate problems with one another against that background. He recommends techniques appropriate for each problem (tractors, steel mills, education), but he also arranges these in a harmonious picture of total national effort in which each man has a place. He flatters the desire for national

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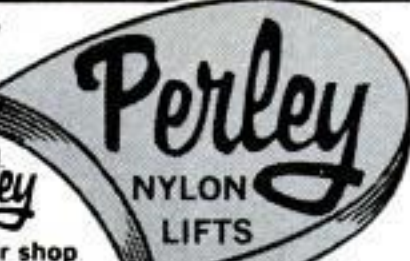
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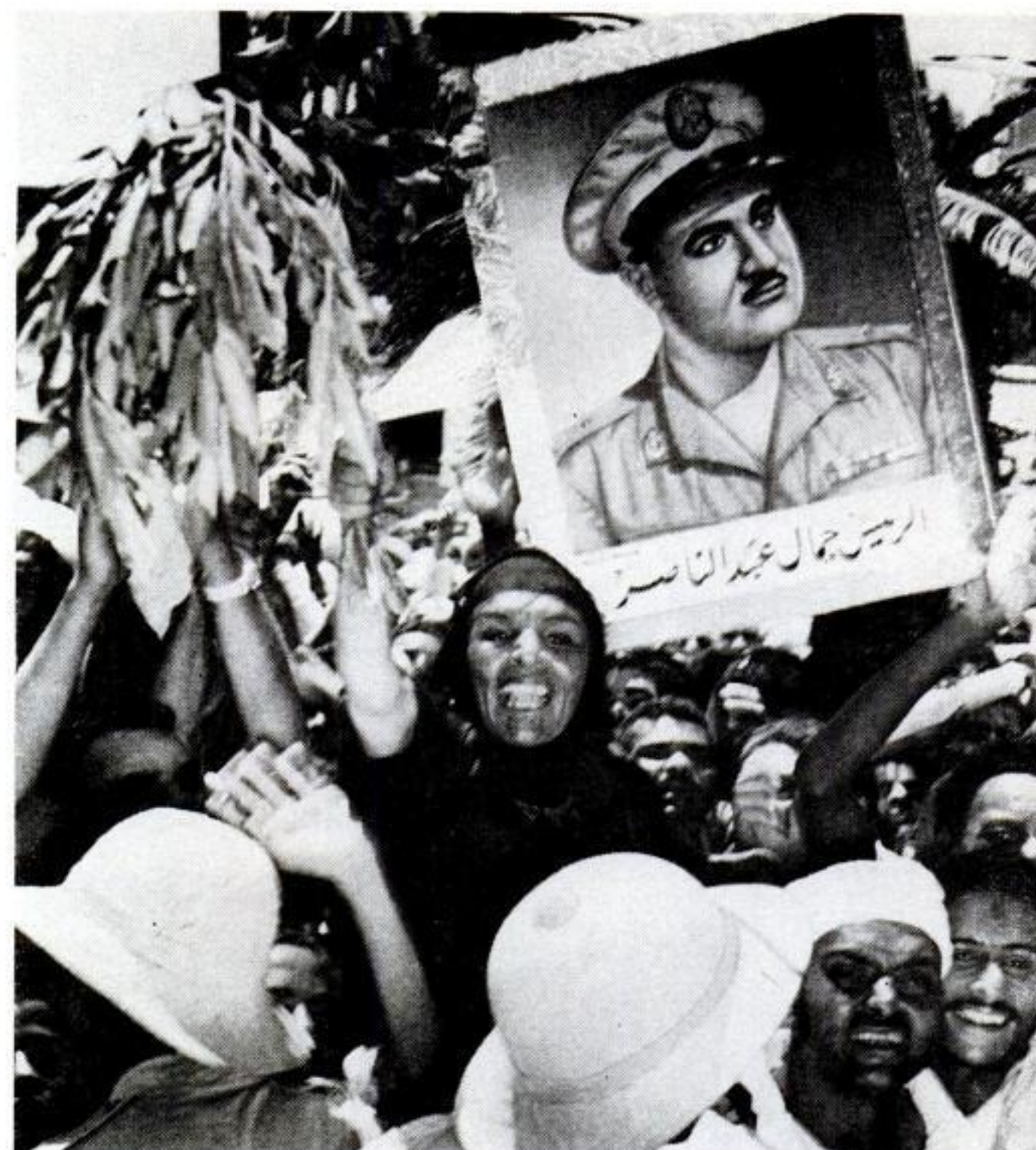


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NATIONALIST FERVOR, which arouses Egyptian crowds to adulation of Nasser, leads to disorder and extremism in many newly free countries.

AMERICAN PURPOSE CONTINUED

sovereignty, but he does not conceal—indeed, he insists—that national sovereignty is to be contained in a larger framework of Communist states, all of them guided by Communist ideas, brought to bear through the decisions of the worldwide Communist party. In short, he projects an effort toward world political order.

Even the emergent nations, obsessed by the idea of freedom from outside restraint, sense that there is more to politics than maximizing power. The Communist tells them what that "more" is: a harmony with the deepest forces of history, as set forth by Karl Marx. Millions fall for it. More millions are just enough attracted by it to accept Communism at that point when intense political crisis or deep disorder comes to their lands. The long generation of crisis in China illustrates the process. Chinese culture was severely damaged by contact with technology. Chinese intellectuals turned to the West for a philosophy which would replace their own culture, at least for the immediate purpose of guiding their politics. The West's answer was mumbled and contradictory. Bertrand Russell said, "What we have to teach the Chinese is not morals, or ethical maxims about government, but science and technical skill." Despite dissents, this was the only Western answer that got across. It was not the answer the Chinese were looking for. In bitterness they turned away from the West.

That Marxism is not a true or even a very plausible philosophy is beside the point. A philosophy does not have to be good to compete with one that is out to lunch.

When the United States was founded, it was intensely and proudly conscious of possessing a political philosophy growing out of the intellectual and religious tradition of the West. For the last hundred years this tradition has been weakened by the successes of technology. We no longer look upon politics as a quest for order, as an activity that is subject to our deepest ethical values. Technology has enhanced political power to the point where we have lost our sense of its proper goals and limits.

The decision to demand the "unconditional surrender" of the enemy in World War II was a typical product of this inability to think in terms of moral purpose. Any serious discussion of "conditions" of enemy surrender would have required the United States to make up its mind about what it wanted to do with victory. This might have led us toward a consideration of the terms of freedom that we might establish through victory. We evaded that discussion.

Similarly, for the past decade and a half we have had "unconditional armament," the piling up of a maximum quantity of weapons with a minimum attention to the conditions under which they might be used. The American consensus about the legitimate use of force narrows down to this: if the enemy massively attacks us, we may

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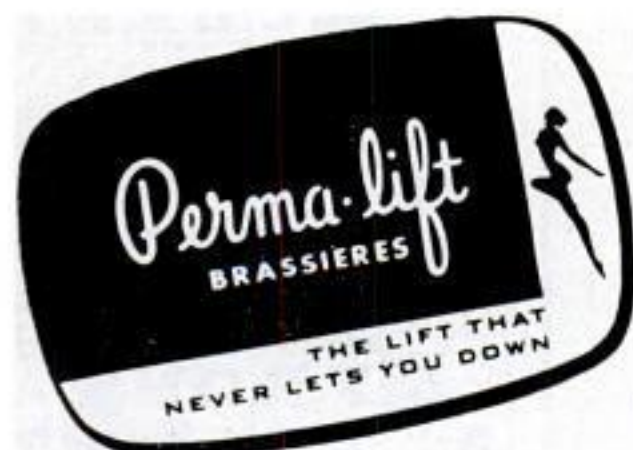
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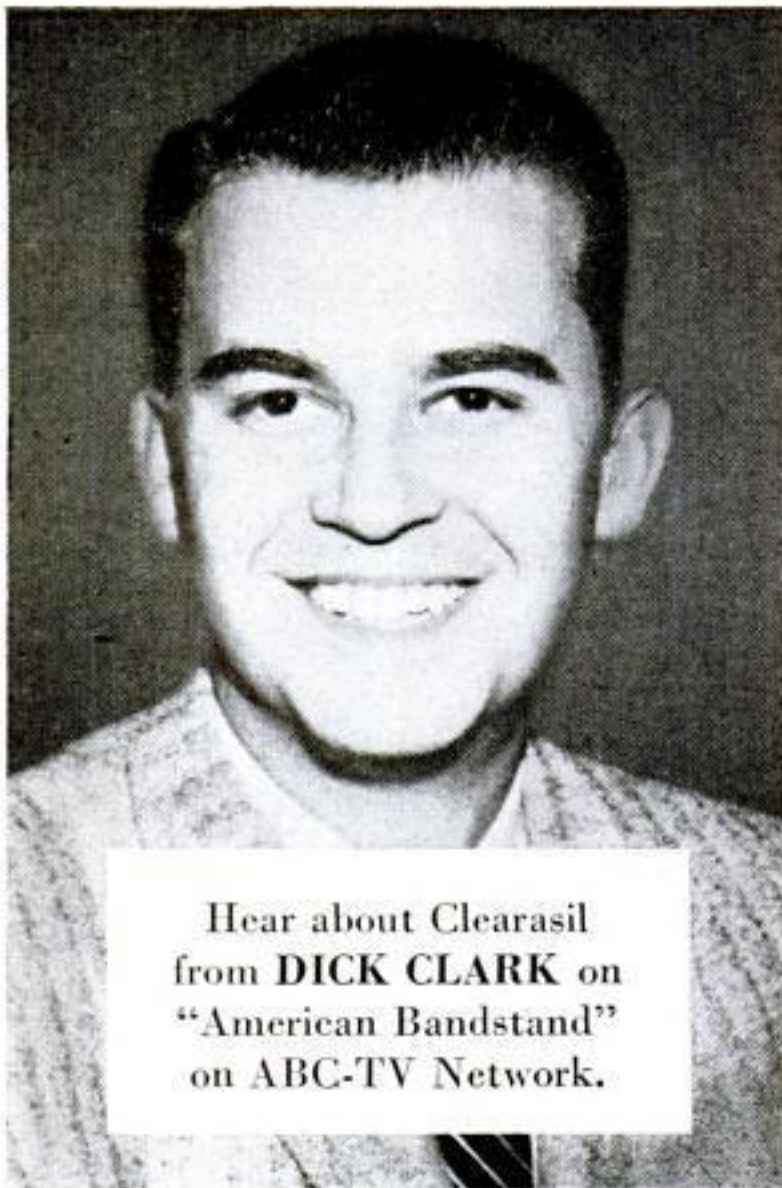
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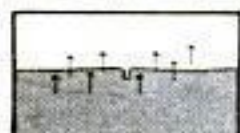
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UNCONDITIONAL SURRENDER of Axis demanded by Roosevelt and Churchill in 1943, says author, revealed U.S. inability to define its purpose.

AMERICAN PURPOSE CONTINUED

massively attack him, without limit and without any clear idea of what we would want to do after we destroyed his power to resist. This narrow conception of the ethics of force, loudly and repeatedly proclaimed in the United States, removes most of the pressure from Soviet planners. By limiting our own initiative almost to zero, we broaden the adversary's range of initiative.

We flatter ourselves that the Communist advantage is a handicap imposed upon us by our superior morality. But history would be a duller and grislier record than it is if the advantage were always on the side of greater evil. In politics as elsewhere, morality, by raising dikes of thou-shalt-nots, is not trying to create stagnation; it is trying to channel action toward what is right. If we have stagnated in foreign policy, that may be because our channels are blocked by a truncated philosophy which will not admit that there can be any such thing as a moral right higher than the wills of nations.

What is the general purpose toward which our military and political activities are directed? The brief analysis given in the first part of this article of the character of the United States and the condition of world order requires, if true, that our purpose be stated in a proposition such as this:

We are trying to build, throughout the world, situations of order and freedom around the idea that government should be constrained by morality and limited by law.

The modern temper has prevented us from stating our purpose in that way. We are driven to other formulations which do not serve effectively as a national purpose, either because they do not fit our national character or because they do not fit the world situation. Let us glance at some of these inadequate formulations which we continue to call statements of our purpose:

We say we are "resisting Communism." Even when we resist successfully, we are rolling a stone up a hill. As long as the basic condition of world order inclines downward, Communism or some similar evil will return.

We say that our purpose is "peace." Everybody wants peace. No nation or important group in the world today is specifically militaristic. The Communists, certainly, would prefer to get what they want without war. The trouble with peace as a national purpose is that it does not throw much light on what we ought to want or how we should go about getting it.

We say that our purpose is to protect our "national interest." This is a thoroughly legitimate purpose, used by us in some past decades and hopefully usable again in some better future. But it does not happen to be appropriate to the world situation in which we now find ourselves. In a civilized community a man can pursue his personal interests with little thought to the institutions of order and the moral basis of law. They already exist. But a great nation today that makes national interest a touchstone of its policy is behaving like a man who pursues personal gain during a conflagration when his duty is to help put out the fire.

We say that our purpose is "to support the United Nations." This

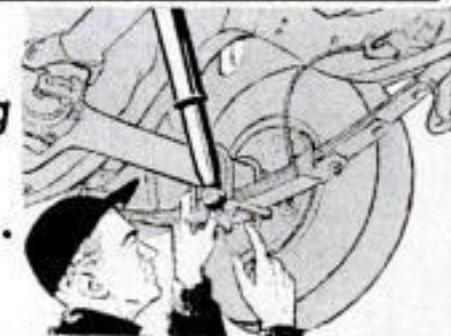
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Answer to

Post Alpha-Bits
puzzle on page 65



PHOTOGRAPH BY WILLIAM RAY

The powerful truth of pictures

by Henry Cabot Lodge

LIFE gets pictures of the events that shape our lives. It not only gets them; it gets them to us quickly—so quickly that those who are carrying out foreign policy can actually visualize these events before making their decisions.

The LIFE photographs of the Hungarian freedom uprising and the brutal Soviet repression, for example, were published while debate was going on in the United Nations General Assembly. They were vivid and poignant, of course.

But they were also so timely that they made a positive contribution to the debate and undoubtedly played a big part in the climactic vote in the General Assembly which condemned the Soviet Union 60 to 10.

These photographs thus became what in diplomacy is sometimes called a “power fact”: in this situation they were a factor in and of themselves.

LIFE, therefore, is a magazine whose articles and editorials are interesting to read and whose pictures are amusing or educational or moving, as the case may be.

But what is most impressive to me is that LIFE is edited in such a way—and with such speed—that it becomes a forceful *influence* on the fast-moving course of events.

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EXPONENT OF PRINCIPLE, Dulles risked disfavor through statements of U.S. moral purpose. But, says Ways, former Secretary was one of few who have understood connection between religion and democratic government.

AMERICAN PURPOSE CONTINUED

begs the question. What is the purpose of the United Nations? To keep the peace. This passes the tin cup to one more hand. How does it intend to keep the peace? The United Nations really does not know. It is against "aggression," which it has trouble defining because the modern temper wants the term to mean the overt use of military force upon the territory of the victim. The United Nations has not been able to surround itself with a body of law because such law would rest ultimately on the idea that right is a reality, independent of the will of nations. By denying this proposition the modern temper exercises a veto far more damaging than the one the Soviets use in the Security Council. Actually, the United Nations is a free balloon moving with the winds of national interest among its utterly sovereign members.

We say that our purpose is only "to survive." How blameless! And how useless! In a political situation such as the present one, men can actually shorten their lives by concentrating upon their survival to the exclusion of their principles. We use the slogan of survival as adrenalin to stimulate us to greater sacrifices in external affairs. When survival is at stake, anything (especially the nonsurvival of the enemy) appears justified. But survival is bad medicine for the long pull, bad for a job of construction. Already some among us are turning the stimulant into a tranquilizer. They argue that since the Communists are now stronger and since we have been saying we only want to survive, the way to accomplish our aim is to let the Communists have what they want, i.e., the power to organize the world. The fall of France in 1940 is a striking example of what may happen to a nation that builds its whole military and political policy around the idea of survival. What survived of France after the collapse turned around the symbol of Charles de Gaulle. He survived because he stood for a purpose beyond survival.

In addition to these inadequate and misleading statements of purpose there is a school of American thought that shuns any attention to purpose. It wants us to concentrate upon means, improvising from crisis to crisis, doing whatever at any moment looks as if it might be effective. Members of this school say that what matters is performance rather than principles or purposes. If past performance has not been good enough, Republicans can blame Democrats for the first seven years after 1945, and Democrats can blame Republicans for the second seven. But, candidly, are we likely to get in the next seven years much better men than those who have filled our highest civilian and military offices in the past decade and a half?

The personal deficiencies of our Presidents and Secretaries of State do not seem to account for the shortcomings of American action. Where, then, in our structure of political decision shall we look for the source of our failures? The military and civilian bureaucracy advising the top leaders is almost certainly the most expert and knowledgeable the world has ever seen assembled. The Congress cannot be convicted

CONTINUED

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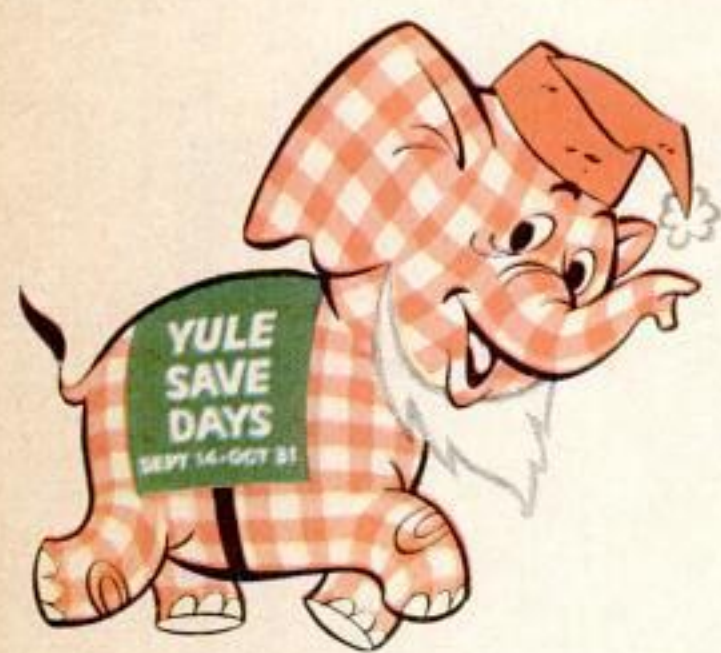
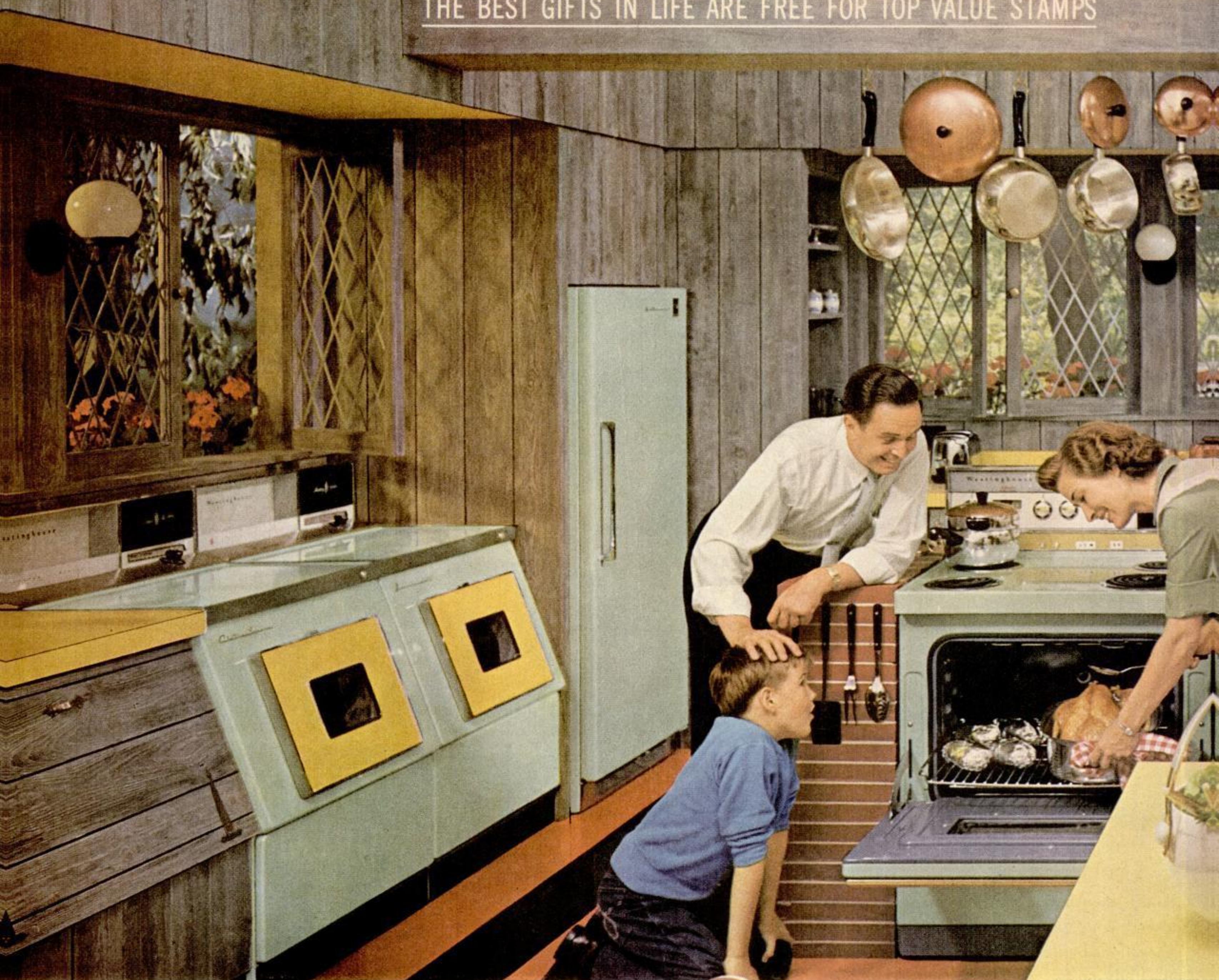
LAND OF HISTORY Much of America's history was written in the Chesapeake Bay region. Above is the site of the battle of Antietam. Here, too, were the battles of Bull Run and Gettysburg. Here the Bill of Rights was authored. Religious freedom established. The Declaration of Independence born. The Star Spangled Banner written. We invite you to come see it all . . . in this land of pleasant living.



LAND OF GOOD FOOD Cooks of the Bay use "receipts" not recipes. They use the luscious meat of the Bay crab, the fabulous Bay oysters and clams. You see the clammers at work on Chesapeake Bay in the picture above. Other wonderful foods are Virginia's peanut fattened hogs . . . Maryland's tom turkeys, chickens . . . 200 varieties of fish. Fine foods and fine beer go together. National is the quality beer of the region. Try it.

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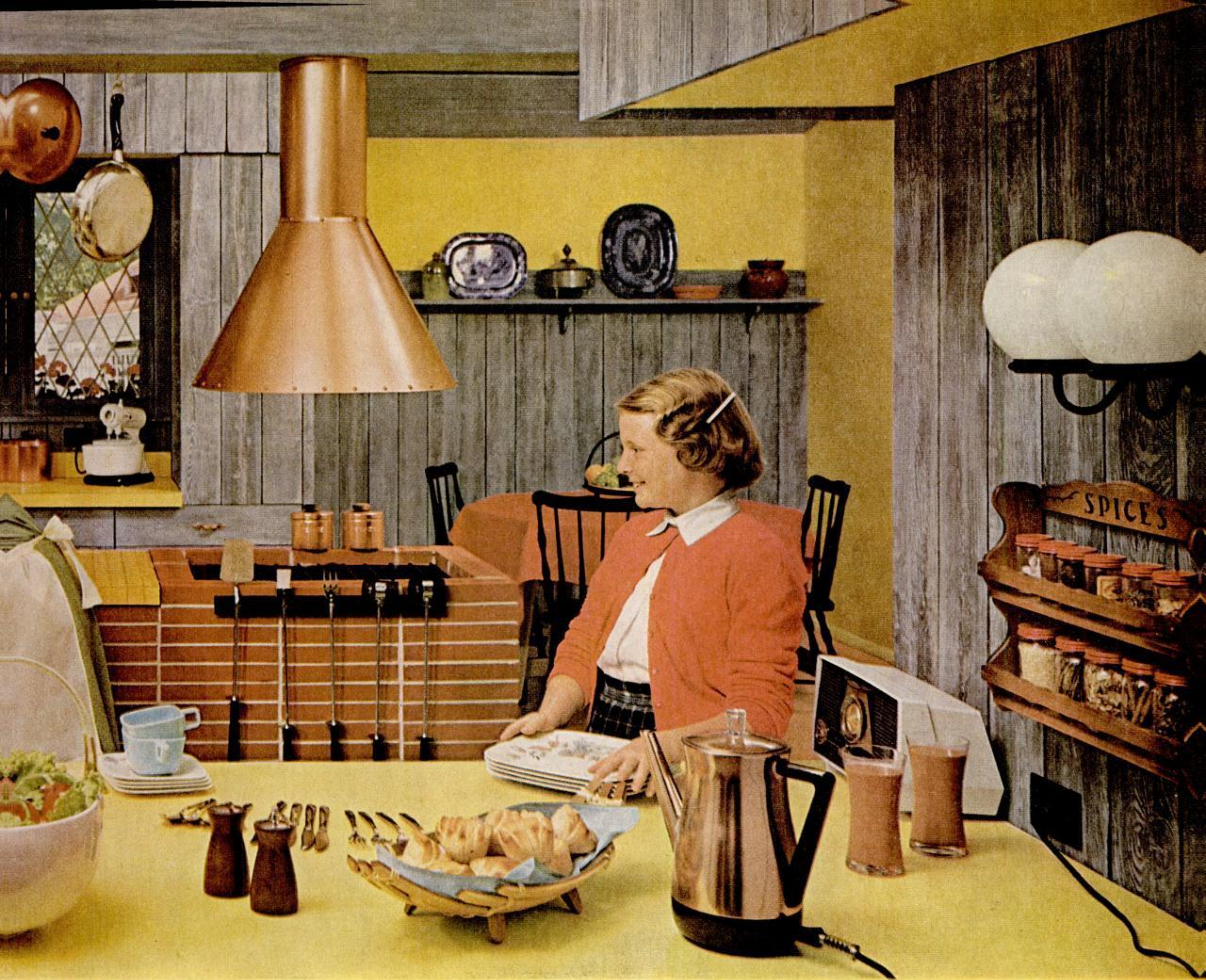
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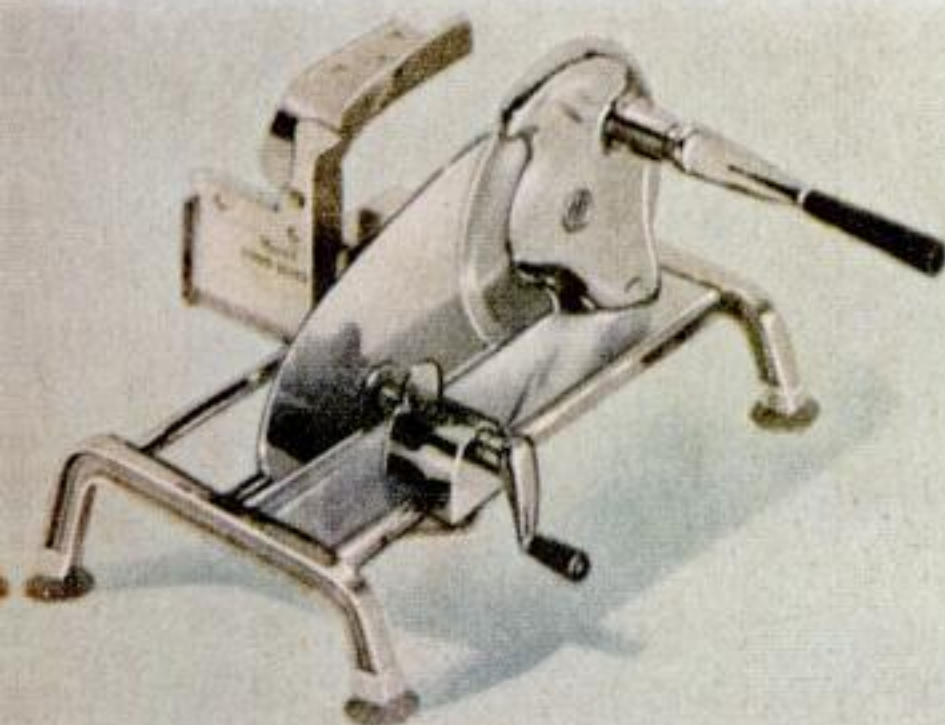
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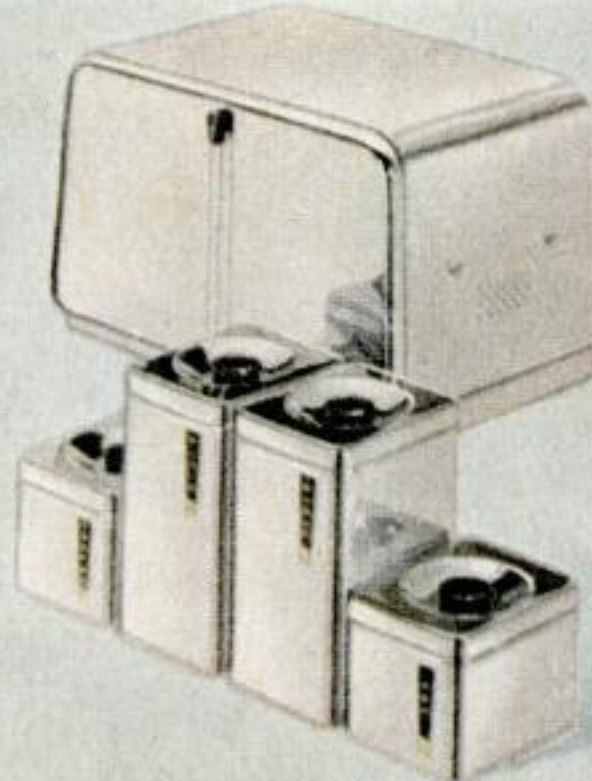
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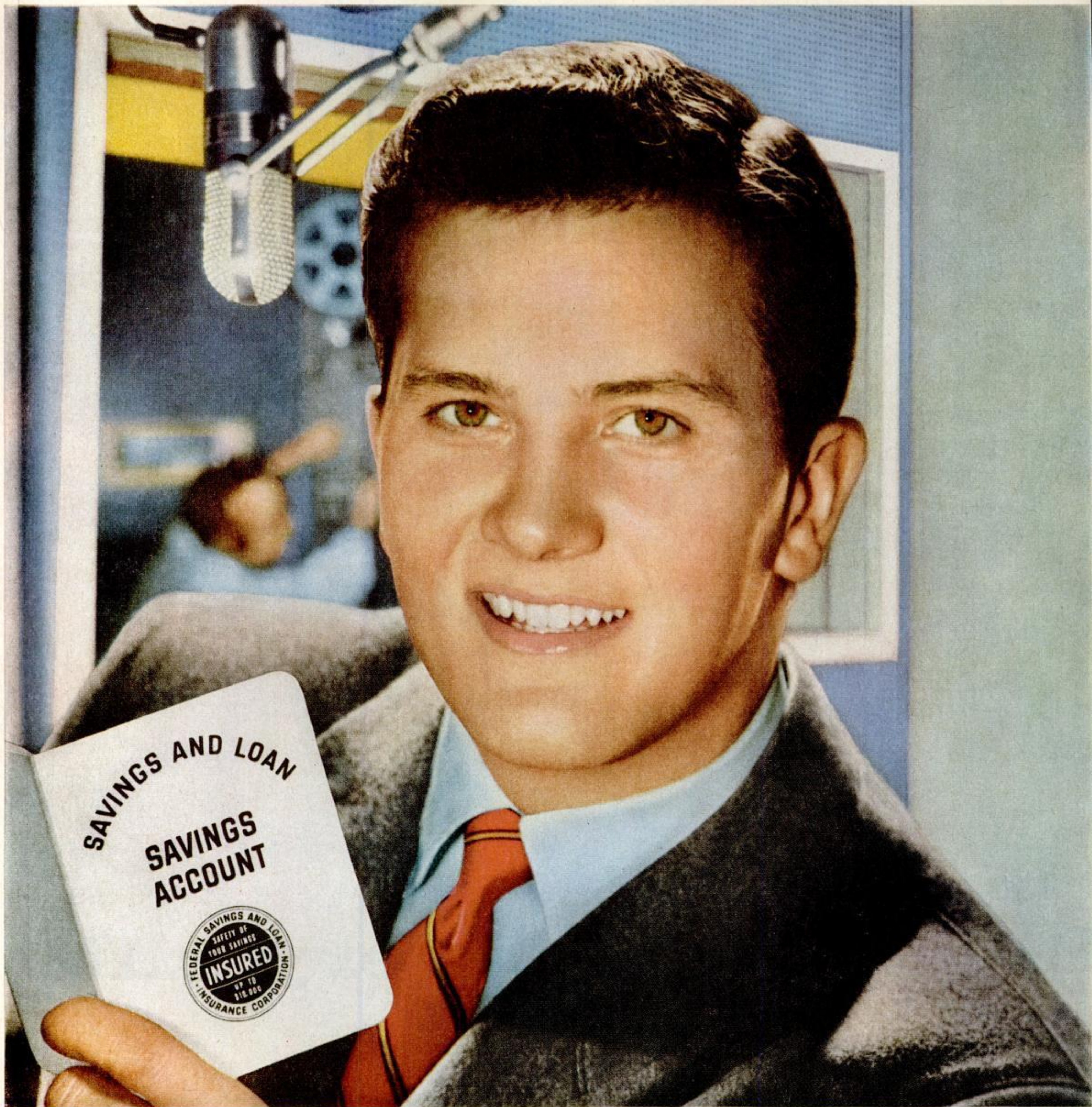


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SYMBOL OF PURPOSE, General de Gaulle became France's strongest leader after 1940 because he alone stood for something higher than survival.

AMERICAN PURPOSE CONTINUED

of any major blunders in external affairs. That leaves the people.

A tendency grows to blame the people for smugness about the danger from abroad. On its face, this seems silly. The people know that every night their necks are risked and every day their earnings are withheld in support of the American effort throughout the world. Loyally, steadily, they accept the danger and the sacrifice. What more can one ask of a people?

That, precisely, is the question. The people, far from being complacent, are in fact uneasy—and not mainly because of the death-and-taxes aspects of their position. They sense that in the American political make-up they have an important part to play, but they cannot find what it is. They form opinions about all sorts of highly technical military and diplomatic matters. But because they are not fools, they do not really think that their opinions on these matters are superior to those of the experts. What is left for the public to contribute?

In our system the people have a special responsibility for defining the ends of action, for the broad sweep of policy, for the connection between politics and morality. Lord Bryce in his study of American democracy put it this way: "The masses cannot have either the leisure or the capacity for investigating the underlying principles of policy or for mastering the details of legislation. Yet they may . . . attain to a sound perception of the main and broad issues of national and international policy, especially in their moral aspects, a perception sufficient to enable them to keep the nation's action upon right lines."

If we look at the present U.S. political scene in the light of that role given to the people, we see the President standing at the head of a vast array of experts who can help him get where he wants to go but cannot tell him where that is. The broad aspects, especially the moral and purposeful aspects, of foreign affairs and defense must be determined in dialogue between the President and the people.

How do the people conduct their side of the dialogue? Apart from their representatives, have they a collective political voice, a mind? Can the people really be considered part of a rational structure for making political decisions? Or are they "a great beast," a mindless mass that only confuses the politics of democracy?

The history of the West, especially American and British history, demonstrates that those who assigned to the people a constructive political role were not necessarily dreaming. The most practical politicians understand the importance of touching a nerve of the public's sensitivity. They spend a large amount of time probing for public responses by means of speeches, TV interviews and press conferences.

When a politician gets a response he does not expect or like, he can try to change it, or change his own view, or give way to some other politician. But when even bold and articulate leaders get an inadequate or confused response, they will mumble and fumble. Losing a sense of national direction, they attend only to whatever crisis of evil the day brings. But when it is working well, the public mind manifests itself through a running discussion which sometimes takes the form of a sharp debate. Periodically this discussion is crystallized through elections. Somebody loses because his views seemed to be out of line with the public's standards of policy. Somebody wins because he discovered a way of expressing, in words or actions, what the public

CONTINUED



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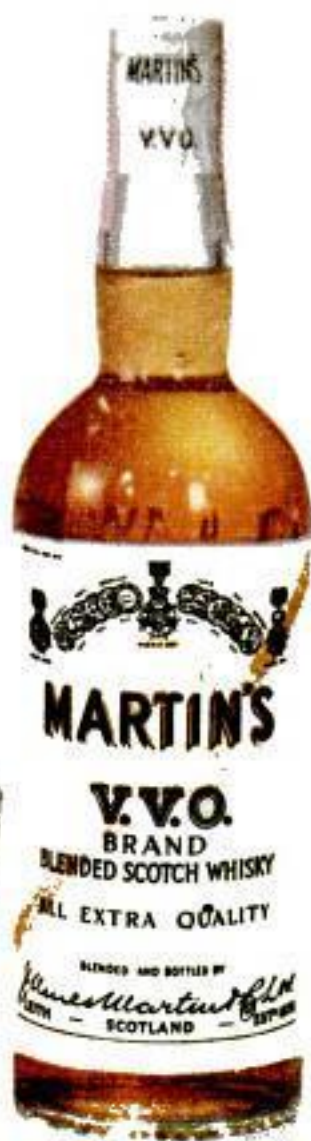
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AMERICAN PURPOSE CONTINUED

wanted. The business of democratic politics is to read such signs and translate them into practical policies.

A gabble is not a discussion. An era of "agreement" on foreign affairs such as we now have is not a discussion. Astute political analysts have long since given up the effort to read from election returns the contents of the public mind on foreign affairs. We say that "foreign policy is not a political issue." The statement is correct but it is not a matter for congratulations. Even those politicians with great personal gifts of leadership have, within the last 15 years, been unable to construct a vigorous sense of how the American people understand the nation's task in the world. From our history we know that the people can talk. But at present, on foreign policy, the people are not talking at all. Today, when an American political leader probes for some response on foreign policy, he gets no answer.

Dialogue requires that its participants agree on the terms under which they conduct the argument. A language of common ideas, principles and values in which a society such as ours carries on its political discourse can be called by a name which Walter Lippmann revived a few years ago, the public philosophy.

Does the United States have a public philosophy? It surely had one once. Did our traditional political philosophy die, or does it lie half smothered by the influence of technology on the modern temper? This is certain: in its present condition our public philosophy will not serve as a medium in which people and leaders can conduct a dialogue on the broad aspects of policy. It cannot coordinate the findings of specialized fields of knowledge. The branch of government on which the modern spirit pins its confidence is the bureaucracy, the specialized experts who deal with means and who know the most about everything—except what the society ought to do.

When it comes to writing specific programs of action, these experts are indispensable. Neither the traditional philosophy of the West nor any other philosophy can now serve as a source of practical policies. The specialized disciplines have advanced too far, and we can no more turn back the clock on bureaucracy than on technology. But what a philosophy can do and a bureaucracy cannot do is provide the *standards* by which policies can be judged.

Long before he became Secretary of State, Dulles grasped this point. He knew that the world was changing so rapidly that stand-patism, the defense of every existing political interest and institution, could not have even a fleeting success. On the other hand he knew that to ride with the tide of disordered change was to submit to anarchy. Flexible order could only be established around coherent principles that rested ultimately on moral considerations above the power of governments. Most of the founders of the United States had turned in a similar direction when confronted with problems of the same nature. The ends of politics are not the ends of religion, but the United States will be estranged from its own essential nature until it rediscovers the difficult, dangerous—but necessary—connection between religion and democratic politics.

Our continuing dilemmas

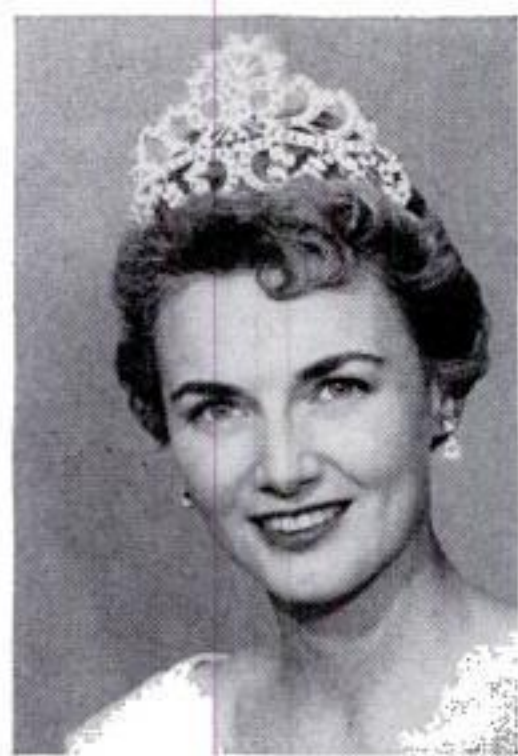
DULLES made a heroic try—and substantial progress—toward reviving the terms of democratic dialogue. The resistance is still enormous. Both its magnitude and some of its ill effects can be indicated by some brief examples:

► We pour out billions for foreign aid, but we have not been able to form a consensus on what we are trying to accomplish. Pure philanthropy? That might better begin at the Internal Revenue Service. Resistance to Communism? That reason invites aid recipients to flirt with Communism in the hope of getting more aid from us. Stimulation of economic growth rates in aided countries? In some cases rapid growth destroys political order. Aid will not be fully effective until we understand that its purpose is to build institutions of freedom and order in the world. These should not be copies of our institutions. But they ought to contribute more to the rule of law than to the already surging power of national sovereignties.

► We formed NATO. Is it a geopolitical salient thrust toward the Communist power center? If so, in the age of intercontinental missiles it will be a provocative anachronism, annoying the adversary without helping us. But NATO can also be considered as the political organization of the main body of the West. The West inherited the great tradition of strong but limited government under law. A NATO working within that conception could become for the whole world a most impressive example of the West's way of mastering the danger of unlimited sovereignty in an age of technology.

► We presided over the reconstruction of Japan after it had pursued into disaster the course of action that Bertrand Russell recommended to China. Japan learned at a bitter price what could happen to a nation that imported from the West merely the teaching of science

CONTINUED



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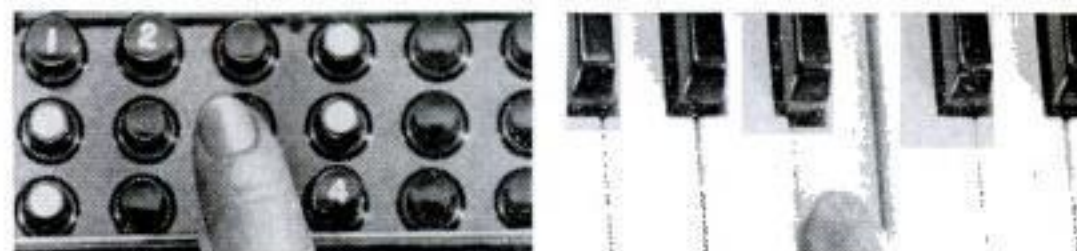
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AMERICAN PURPOSE CONTINUED

and technical skill, neglecting what the West had to teach about the relation between ethics and government. Under MacArthur's tutelage this new Japan came to place its emphasis on limited government and responsibility toward international order. But most of the impact that might have followed throughout Asia has been lost because we have not been able to explain the reconstruction of Japan in terms that applied to our policies everywhere.

► Nearly all Americans agree that we were right to fight in Korea. The consensus never extended to an explanation of what we were fighting for. To resist territorial aggression? That narrow purpose later raised the absurd and demoralizing question of whether we had a right to chase the aggressor over the 38th Parallel. To support the United Nations? That explanation of purpose implied that we would have been wrong to fight in Korea except for the happenstance that the Soviets were absent from the Security Council when the decision to resist was taken. Did we go to distant Korea in pursuit of a national interest (what interest?) or to be at peace or, perhaps, to survive? We never decided, and our military and political efforts there were weakened because we were not able to say that we were in Korea to defend and extend institutions of freedom and order in the world.

► We want international limitation and control of armaments. But we isolate the disarmament negotiations from everything else. In fact, arms limitation and control make sense only as part of a general attempt to weave a fabric of law around and above governments. Lacking relation to such a fabric, our disarmament negotiations make Americans uneasy and many foreigners suspicious of our sincerity.

Specific policies are important. Technical knowledge is important. Performance is important. But these are all matters at which moderns, especially modern Americans, excel. If we have not dealt effectively with the danger that confronts us, it is unlikely that we will improve our position by blaming this or that specific policy, this or that technician, this or that political performer.

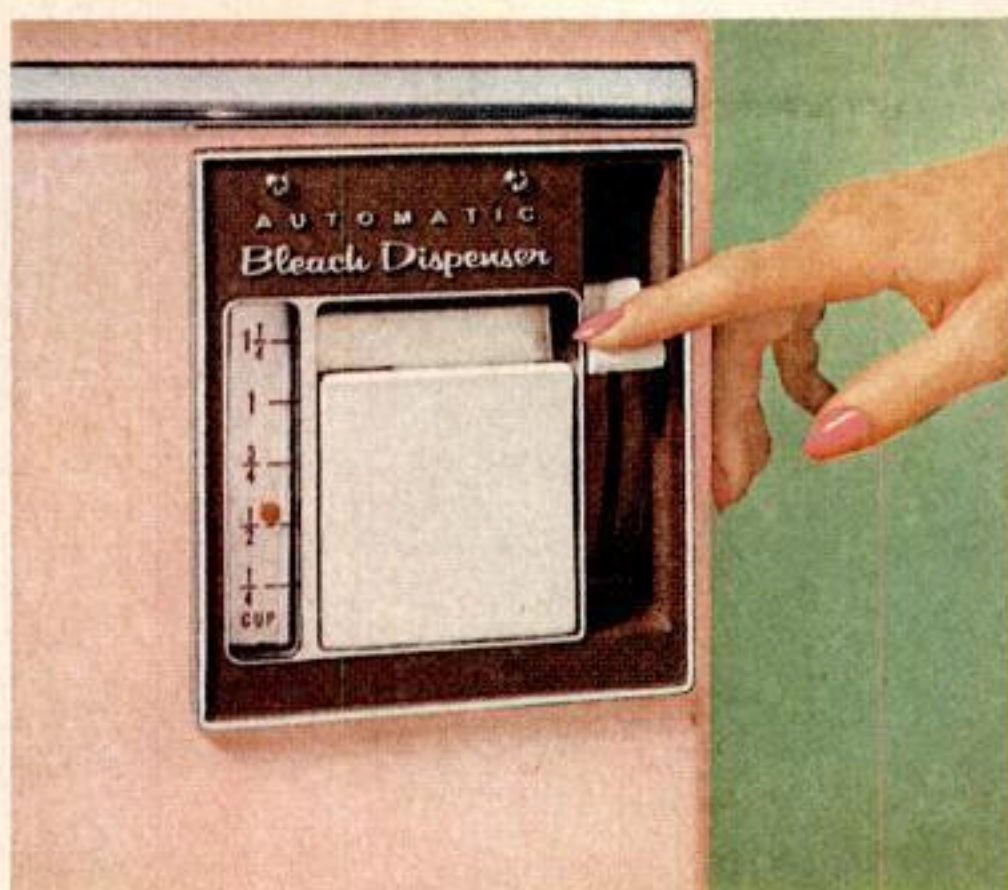
We need to turn our attention from performance to the way in which the formation of policy occurs. In that structure the central role belongs to the people. For two decades our efforts in the world have had disappointing results because we, as a people, have been muddled about what we were trying to do. We can act with firmness and look forward to achievement only when we recognize our purpose—when we see that what we are trying to do is build situations of order and freedom under morality and law.



RALLYING POINT for all free nations, says the author, could be found in NATO, which can serve to promote the West's belief in limited government under law. Above: NATO troops in review at headquarters in Paris.



Only the 1960 General Electric Washer stores a month's supply of bleach. Just tip the economy-size bottle into the convenient spout; the dispenser stores 3 full quarts. Fill the dispenser only once a month—after that your bleaching is fully automatic.



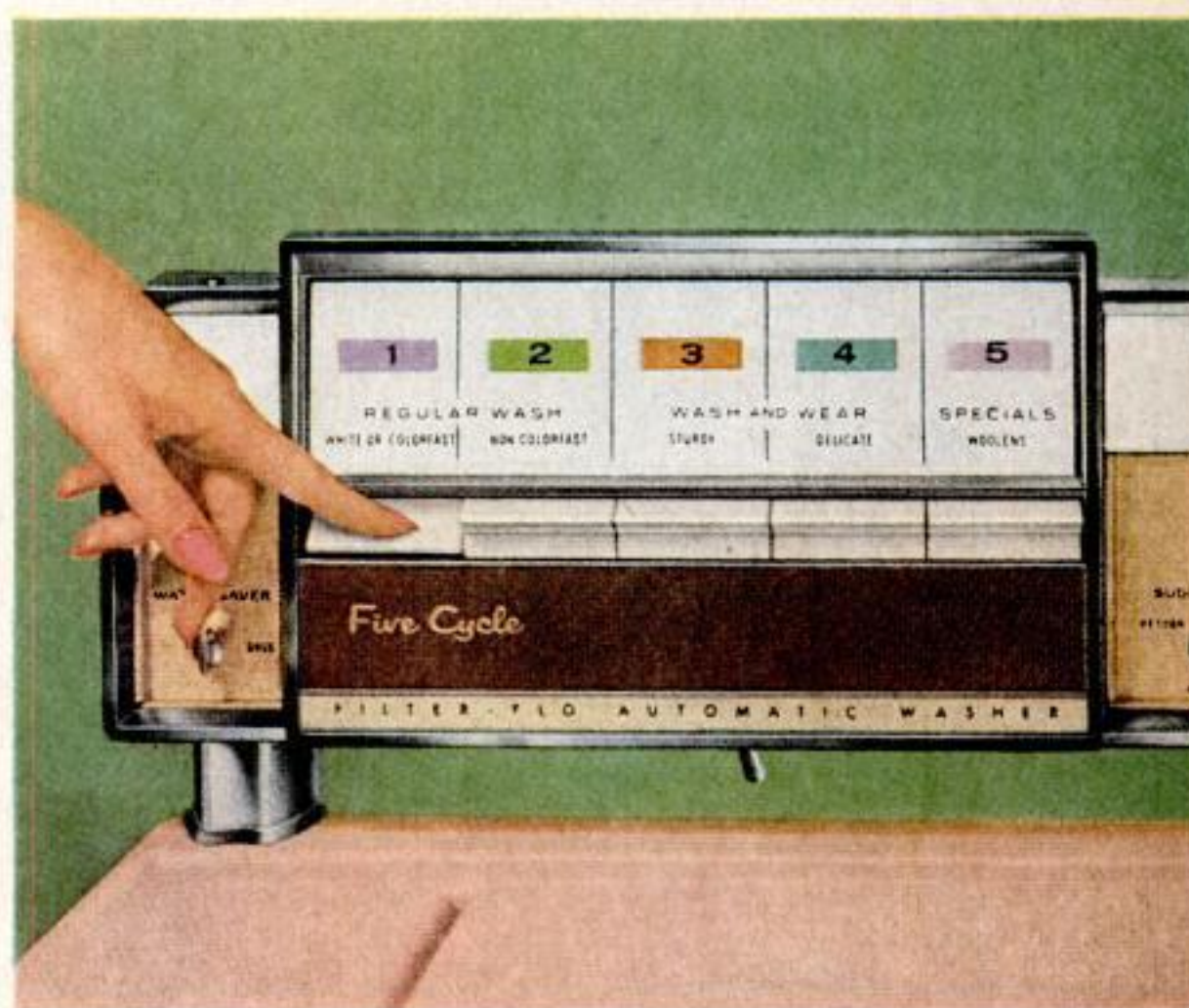
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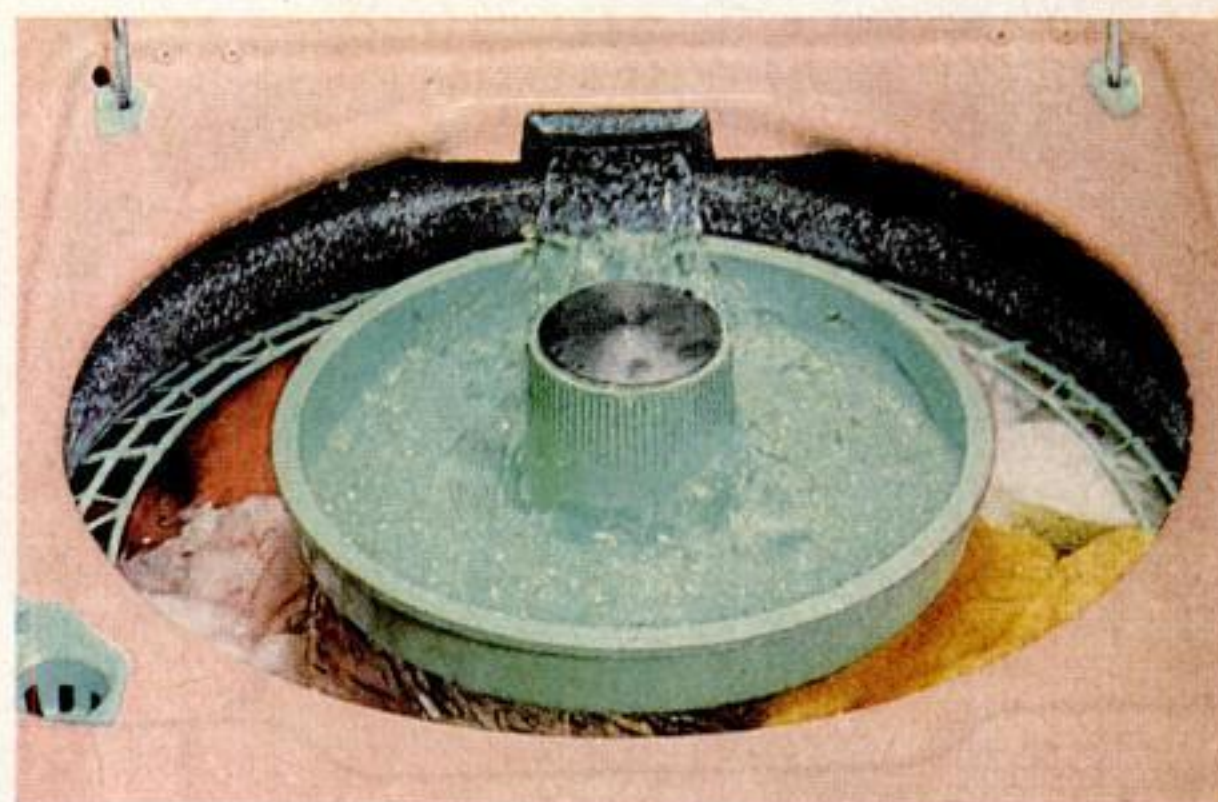


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GENERAL'S PRIDE IN THE BRIDE



A happy and handsome pair, General Norstad and daughter Kristin leave the church after wedding ceremony. On uniform, the general wears NATO emblem.

In France, NATO's Norstad sees daughter wed son of old comrade-in-arms

Standing outside the Paris church, the father of the bride was filled with pride for his daughter and pleasure over her marriage. General Lauris Norstad, supreme commander of NATO forces in Europe, had just seen his only child, Kristin, marry Nicholas Craw, son of a comrade-in-arms. The bridegroom's father, Colonel Demas Craw, served with Norstad before being killed in action in North Africa.

The wedding was an occasion both in the village where the Norstads live, and in Paris. Following French custom, the couple were

married in civil ceremony, then in a church service in the American Cathedral in Paris. The two had known each other since childhood but romance did not hit until last spring when Nicholas, a Princeton senior and a sports parachutist, flew to Connecticut College on weekends to court Kristin. She went along when he jumped and then wrote and asked her parents if she could try a jump with Nicholas. The general said absolutely no. But when Nicholas asked if Kristin could marry him, the general answered with a delighted yes.

NORSTAD'S DAUGHTER CONTINUED



Beaming newlyweds leave church. Maid of honor (right) is Marina Robinson, schoolmate of Kristin's.



At civil ceremony, Kristin wipes away tear and Nicholas listens somberly as mayor reads service.

Bridegroom whispers to the bride after signing the papers, as the solemnity gives way to happy smiles.



WHAT'S BEHIND THE MASK?

When we fall ill, we are likely to look on our doctor as an infallible super-scientist who will save us somehow, come what may. Well again, and faced with paying his bill, we are more apt to regard him as an unconcerned money-grubber.

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To answer that question, LIFE next week begins a four-part series of articles.

In words, next week's LIFE will document the mounting awareness, in and out of the medical profession, that the job being done by doctors today is short of what it could and should be—that bold steps must be taken to help doctor-patient relationships catch up with medical technology.

In pictures, next week's LIFE will show you what a sick person sees as he makes his way through the mechanized maze of modern medicine—bewildered by suddenly being a “case” instead of a human being; poked and pried at, treated and fed by an army of stoic hospital personnel.

Later, LIFE will examine the increasingly painful question: Why are doctor and hospital bills so big? And two picture essays will contrast the life of an established, successful diagnostician in a medium-sized Louisiana city with that of a skilled surgeon, the 34-year-old chief surgical resident at a great New York hospital. He is in his eleventh, and last, year of medical training, works up to twenty hours a day, six or seven days a week, for less than \$60 a week.

The defects and the virtues of the modern American doctor are matters of concern to the purse, the health and the longevity of every one of us; we believe you will find this new series richly revealing.

ANDREW HEISKELL






HALFBACK'S BANDSTAND PLAY

An old football coach's saying goes, "Give a high school halfback the ball and there's no telling where it will end up." Recently when Isaac Litton High of Nashville, Tenn. defeated Memphis Central, 27-19, Halfback Jack Ray hit a new note in odd-ball plays. Litton had just scored its fourth touchdown and because the team has no reliable place kicker it often

calls on Ray to run for the extra point. Usually he aims his run for the corner flag and barely steps into the end zone before getting crowded out of bounds. This time Ray ran the play to perfection. He took a pitchout and raced hard for the end zone. He scored but he couldn't stop and he landed off the field and out of tune, among the horns of Litton's band.



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